

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 19 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, APRIL 11, 1894.

No. 15.

TO HOTEL MEN.

In placing your Advertising for the Season of 1894, bear in mind that no city in America is in a more prosperous condition than St. Louis. During the late financial depression, this city had no bank suspensions or mercantile failures of consequence. There are only four cities in the United States larger than St. Louis, and at no point does the custom of Summer Outing prevail to a greater extent. In the matter of Summer Resort Advertising

THE REPUBLIC

always carries a greater number of these advertisements than the other St. Louis papers. It is the leading Democratic newspaper of the Mississippi Valley, and its circulation is rated by all authorities as being larger than that of any other St. Louis newspaper. THE REPUBLIC is peculiarly adapted to Summer Resort Advertising because of its standing among that class of people most likely to patronize a Summer Hotel.

RATES WILL BE QUICKLY FURNISHED BY

THE REPUBLIC,


Or at NEW YORK OFFICE,
146 Times Building.

ST. LOUIS, MO.



Buyers Count

WITH ADVERTISERS, AS BUYERS ARE THE
PARTIES ADVERTISERS ARE AFTER.



The men and women of moderate circumstances are the buyers of the world.

They are reached by advertising.

They include the people who have made every city, town and village what it is—the men who have built the homes and the stores; the men and the women who fill the churches and make life worth living, and whose children attend the public schools.

These people have ready money because they are continually making it.

They circulate it, too, and as the advertising columns of the local paper tell them.

The local country paper is the best-read and best-followed paper.

One-sixth of the entire country reading people of this great land read weekly the 1,400 local publications of the Atlantic Coast Lists.


They read them and believe in them as well.

They soon get to believe in those who advertise in them.

How it can all be done by one order and one electrotype told by addressing the

ATLANTIC COAST LISTS,

134 LEONARD ST., NEW YORK.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. X.

NEW YORK, APRIL 11, 1894.

No. 15.

SUCCESSFUL RAILWAY ADVERTISING.

By Charles Rollin Brainard.

Several railways have, in addition to the printers' ink they use in local journals along the line, and in various metropolitan papers at a distance, an original scheme of sometimes a most elaborate kind.

Originality pays, and the passenger agent who can devise or utilize some new and attractive thing for the benefit of the traveling public is entitled to, and is bound to receive, very quick returns.

Some years ago the Wisconsin Central discovered that Fox Lake, smuggled up with a score of other lakes lying on the border line that divided Illinois and Wisconsin, was one of the most attractive spots in the western world.

One dust covered pigeon-hole had a memorandum calling it the "sportsman's paradise," although there was neither bison nor catamount to be found for the sportsman's rifle. The place was within 50 miles of Chicago. An examination of the topography of the region showed that the road ran along within three miles of the "charmed locality"; that a rival road ran on the opposite side of the lake and had enjoyed a monopoly of custom, such as it was, for several years; that the hinderances to access on the "Central" side were certain, almost impassable—"streaky sinks," to wit, streaks of soft land, apparently without bottom.

What was done?

The gravel trains were set to work. While they were piling gravel at the rate of a hundred car loads a day into the mysterious depressions, a man trained in handling pen and pencil, as well as camera, was delegated to "investigate the scene."

"Here are your passes," and a 1,000 mile book was handed out. "You will need incidentals. Here they are," and a roll of bills was delivered.

"Let us hear from you at an early convenience. Adios."

The result was a delicate book issued in colors; with lithographed cover in the highest style of printers' art, delineating beautiful scenes, in which

The maiden fair,
With golden hair,

was not forgotten.

There was in addition a folded map also lithographed, giving a bird's-eye view of the entire region, the lake and its companion lakes in a most picturesque manner. This map like the cover was in tints.

This was not all. The editorial force gave nearly a hundred pages of descriptive matter, and the camera afforded a series of pictures of the very best kind.

The books were so elegantly and beautifully prepared that no one could have the heart to convert any one of them into waste, but would take pains to preserve them as specimens not only of printers' art, as well as railway enterprise, but because of literary worth and artistic value.

These little books with their elegantly prepared colored covers; their scores of photo-gravure pictures; the wonderfully well executed lithograph maps, and the scholarly text, were sent to every paper in the country with which the road had any advertising connections.

It is safe to say that it was sent to many others.

What was the result?

Applications came in by the hundred for the work, and money was inclosed in scores of instances. The copies were sent.

The rival road did not suffer, but the region "suffered" from the influx of visitors and sportsmen. New houses and hotels were demanded; and they were built, because of necessity, to accommodate those who had never before known of this charming resort, and were now floating in like snow flakes to enjoy the many hitherto unknown delights.

The newspapers profited, for they sent their prospectuses and applications in due form, thus calling attention to themselves in the onward march of progress, so that by securing the advertising of the railway, and having the prestige of its recognition, they enjoyed an introduction into an element of society that was far more than local.

The effect was like the work of magic. The region became known; the paper that could give the proper information was sought and subscribed for; the country editor became peculiarly busy, as he was obliged to send a dispatch to the patent inside headquarters from which he received his supplies, increasing from fifty to one hundred copies "until further orders."

It may be truly said that the growth of the edition did not turn backward, but that at least two out of every three papers sold meant a permanent subscriber.

The plan adopted by the railway in question benefited not only itself, but every one in the slightest degree connected with it. The outlay was in the region of \$5,000, but at the end of a year it had all been earned, and a great deal more.

All men applaud enterprise, and when the newspaper with its columns of many voiced song begins to be heard, the railways are not slow to come to the front. There is no voice in the world like that of the newspaper, and the railways know it.

MAKES A BRASH ASSERTION.

MINNEAPOLIS, Minn., March 28, 1894.

PUBLISHERS' PRINTERS' INK:

In a recent issue of your paper you belittled the idea that circulation inflation was prevalent. It is probably true that publishers who make definite itemized statements do not often inflate; or rather those who do inflate do not make the itemized statements; but I venture to say that nine out of ten circulation statements are inflated.

P. V. COLLINS.

That Mr. Collins is right in his theory that publishers who make definite statements do not often inflate them is indicated by the experience of the American Newspaper Directory, which for the past seven years has paid a \$100 reward for every discovery of an inflated rating found in its pages, and has been called upon only eight times. It would appear, then, that the thing for an advertiser to do who wishes to know what the circulation of any paper actually is, is simply to subscribe for the American Newspaper Directory.—Ed.
PRINTERS' INK.

ADVERTISING IN OLDEN TIMES.

In looking over some correspondence of Mr. Orange Judd's a letter of May 20, 1851, written from New Haven to Messrs. Penfield & Camp, contains something that will undoubtedly interest a great many readers. By way of explanation it may be added that Mr. Judd sold out a Liquid Cuticle which he invented to the firm above noted, and in writing them concerning pushing its sale he says: "Had I the business I should without fail advertise in the following weekly papers to the amount of about \$2 or more each for one month. These papers have a circulation of from 40,000 to 20,000 each, they have but few advertisements, and those are mostly read, and one or the other of these papers goes into nearly every Christian family in the country. I name them in the order of the amount of circulation, as nearly as I know: *Christian Advocate and Journal*, New York City (40,000); *National Era*, Washington, D. C.; the *Independent*, New York City; the *New York Evangelist*; the *New York Observer*; the *Watchman and Reflector*, Boston, Mass.

"These papers circulate all over the country (little in cities); they receive but few advertisements, which I repeat are generally read. A few insertions would be sufficient in each, and the terms are not high. Some of them charge 75 cents and some \$1 for 16 lines or a square for the first insertion, and from 25 to 50 cents for subsequent insertions. Advertisements in such papers as these receive a character from the papers themselves. The first circulates among Methodists generally; the second everywhere (20,000 a week); the last among the Baptists throughout the United States, and the other three among Presbyterians and Congregationalists generally. A single insertion in these six papers at an expense of say \$5 would be read by 15 times more persons than \$100 worth of *Tribune* and *Herald* advertisements. If I had a new toothpick only to sell I should advertise in these papers a month or so at least, and send each of the editors a sample."—O. J. Farmer, Chicago, Ill.

WHAT EXPERIENCE HAS TAUGHT HIM.

Mr. Edward P. Mertz, the well-known druggist of Washington, D. C., expresses the opinion that the most effective way to advertise a patent medicine is to state just what it will do; set forth the advantage it has over other medicines of the same class, and name the retail price. Mr. Mertz also has a decided faith in the advertising value of good testimonials. "They have great weight with the public," he says.

TO INAUGURATE REFORM IN TEXAS.

Nine papers out of every ten are charging foreign advertisers two-thirds less for advertising work than they do the home business men. Hereafter we are going to set a fair price upon our space.—*Madisonville Messenger* (Texas).

VERY TRUE.

"Now," said the storekeeper as he gazed proudly at the lettering on his new brass sign, "that's what I call polished English."—*Washington Star*.

JUDICIOUS liberality is the best economy in trade, and honest wares, honestly advertised and honestly sold, bring the dealer popular confidence, financial competence and personal content.—*Boston Globe*.

TO REACH WEALTHY TRAVELING PEOPLE.

In its issue of March 28th PRINTERS' INK reproduced a list, one paper in a place, recommended by an advertising agency to accomplish the purpose stated in the heading of this paragraph. It was as follows:

New York	Tribune,
Philadelphia	Press,
Washington,	Star,
Boston	Transcript,
Chicago	Tribune,
Buffalo	Commercial Advertiser.

The following comments upon this selection have been received:



Office of
ORATOR F. WOODWARD,
Proprietor of Lane's
Family Medicine,
LE ROY, N. Y.,
March 29, 1894.

Editor of PRINTERS' INK:

We have had some experience advertising in the cities named in the list made up by an advertising agency for an advertiser for summer travelers. At the first glance the list seems defective, but a little thought shows that it would probably be difficult to improve it. However, it would seem that the Boston *Herald* or the *Traveller* might be substituted for the *Transcript*, and that if the *Tribune* is best for New York, the *Public Ledger* ought to be best for Philadelphia. A large share of the Boston *Herald's* subscribers are well-to-do people, and certainly only a small number of the *Public Ledger's* 80,000 subscribers are too high-toned to be influenced by a summer-travel advertisement.

W. E. HUMELBAUGH, Mgr. Advtg.

NEW YORK CITY, March 30, 1894.

Editor of PRINTERS' INK:

Wealthy traveling people "read the New York *Tribune*"—some of them do; perhaps as many read the *Times*, and perhaps more the *Herald*. But probably most of all the *Sun*. That is the difference between "nice" people and "wealthy travelers." Probably a "dead game sport" will spend as much in travel as a highly respectable gentleman of means and irreproachable Republican proclivities—with a big R. So will a wealthy brewer or a municipal magnate. Both, and the sport, read the *Sun*. So does the gentleman who hates it. Said one of its most radical opponents to me one morning:

"The *Sun* is very interesting reading these days." Said with a sneer; for he despises the paper's principles. Yet he read it industriously. He is reported wealthy. He travels sometimes no doubt and would use a *Sun* ad as soon as any.

The *Sun* has the defects of its qualities; but it has the qualities. I detest it, and seldom read it. Its fine writing bores me. I am neither wealthy nor a traveler. I know the sort of people who do read it; those who want a razor-edge on their news. Some of them may cut their morals with a spoon. Never mind. They have money and they travel.

Boston is more—more—"Boston." And the *Transcript* is its prophet. Don't imagine you can reach the Back Bay and Beacon Hill without the *Transcript*. It goes home every

evening, and those Boston people who ever travel read the *Transcript*, and have it sent after them around the earth; be sure of that. Yet the *Advertiser* has a firm constituency of staid business men. I doubt if their wives read it.

WOLSTAM DIKEY.

MEDICAL AND ETHICAL.

THE TROY CARRIAGE CO.
W. J. MEREDITH, President.
TROY, Ohio, March 30, 1894.

Editor of PRINTERS' INK:

I inclose an ad, clipped from the Loomiston (*Washington Journal*) of Nov. 9, 1893.

It may violate the ethics of the profession of which "The Little Schoolmaster" has been having something to say lately; but certainly this M. D. conveys his idea clearly.

Respectfully, W. J. MEREDITH.

DR. C. F. WEBB,

Loomiston, Wash.

If you pay your Physician promptly he will attend you promptly, rain or shine, while your slow neighbor suffers and waits as he made the Doctor wait; and while he is waiting the angels gather him in.

THREE REMOVALS ARE AS BAD AS A FIRE.

CAZENOVIA, N. Y., March 29, 1894.

Publishers PRINTERS' INK:

DEAR SIRS—For some time there has been displayed over one of the doors of a store in town the following sign—large letters:

THE GREAT
STAY HERE SALE.

It seems to me that this is a good ad to run in opposition to the much displayed removal sale placard. It could be followed by a hint that the cost of removal is saved to the patrons of the merchant who continues to do business at the old stand. Yours, etc.,

C. A. SMITH.

THE SHAM READING NOTICE IS OBSOLETE.

A correspondent relates that a citizen of Bristol, N. H., entered the office of the *Enterprise* of that place and left a short reading notice to be inserted among locals. It failed to bring the results desired, and the following week he appeared again and ordered it set in bold-face, and said: "If that is not large enough use something larger."

The notice was:

HARD UP.

Please call and settle.

Am very much in need of the money.

He got what he was looking for, and says that hereafter he don't want any more reading notices.

It is a fact that the usefulness of the sham reading notice has passed. A plain advertisement is more honest, and more conspicuous, and more effective.

PRINTERS' INK, a journal for advertisers, has rightly been called "The Little Schoolmaster." Not only advertisers and newspaper men, but all who write would do well to read it, for each week it presents some new idea.—*The Household Realm*.

WOMEN AS ADVERTISEMENT SOLICITORS.

Miss Minna S. Crawford, of 4243 Wayne avenue, Germantown, Philadelphia, writes to *PRINTERS' INK*, under date of March 26, directing attention to a two-column article clipped from the Philadelphia *Public Ledger* of February 16, on the "Art and Science of Advertising." "I wrote the article," says Miss Crawford, "and I send it in the hope that you may find it to contain 'meat,' and be worthy of quoting from in your valuable and inspiring little journal. My experience with men in the advertising business is," continues Miss Crawford, "that most of them regard a woman as an interloper. They will welcome a man worker in the field, but will not show fair play to a woman who tries to earn her bread in the same way. I have been writing advertisements for the past ten years, and having in that time become pretty well known among a certain class of merchants, I thought some time ago to better my condition by applying to a well-known newspaper for a position as solicitor, not that I like the idea of drumming up trade, but, with my ability as a writer to commend me, I fancied there would be but little difficulty in getting the business of many who might advertise if the solicitor could and would write the ad. The manager told me that it was impossible to give me the position, because I was a woman. I apologized for having even hinted at anything that might compromise his paper. Viewed in the light of what most women earn, my achievements have been almost great; but why should I be expected to compare my wage with a woman's wage when I do a man's work? I'd like to see women given an equal chance."

The woman advertising solicitor is an abomination. When she writes about business she always addresses the head of the house or the member whose name she knows. She can, by no possibility, learn to address the firm, or to be satisfied with dealing with the head of a department. When she calls personally she must see the head of the firm; nothing less will satisfy her. If she is lady-like she must be treated as a lady. When her errand is made known and no advertising is wanted, it is not possible to dismiss her in the summary way that the male solicitor gets used to, and finally comes to like as much as eels enjoy being skinned. Woman can do almost anything: but prize-fighting, playing base-ball, and soliciting advertisements are all out of her line. What Miss Crawford writes about advertising is excellent, and much of it shall have place in these pages.—Ed. *PRINTERS' INK*.

THE CO-OPERATIVE ADVERTISING COMPANY.

In *PRINTERS' INK*, issue of February 14, a correspondent, under the nom de plume "Senior Office Boy," stated that the concern for which he works receives, daily, a great number of circulars from all parts of the country, requesting orders for distributing circular matter, and that, since his firm does not believe in that mode of advertising, the circulars all find their way to the waste-paper basket, from which receptacle he, the office boy, had taken them for the purpose of ob-

taining the *PRINTERS' INK* spoon which is given weekly to the person who has sent in the largest batch of circulars inviting advertising patronage.

The publication of "Senior Office Boy's" communication led to the appearance in *PRINTERS' INK*, issue of March 28, of a pretty long exposition of the origin and object of the Co-operative Advertising Company, by Mr. C. E. Bailey, its originator and manager. Nearly all of the circulars sent in by "Office Boy" had emanated from members of this company. Mr. Bailey explained in detail the workings of the company's scheme for the distribution of circulars. It is an ingenious one and the account of it interesting. Publication of Mr. Bailey's story was quickly followed by another communication from "Senior Office Boy," and this time 120 circulars were sent, every one of them being from members of Mr. Bailey's Co-operative Advertising Co., and the hope was expressed that he (the office boy) will now obtain the *PRINTERS' INK* spoon—his former batch of circulars not being sufficiently numerous to effect that object.

This mass of circulars presents the interesting question: What per cent of the people reached by the American Co-operative Co.'s soliciting circulars is represented by firms like the one employing "Senior Office Boy"? Is the fate of the circulars distributed by the members of Mr. Bailey's company pretty generally similar to that which befell this lot of 120? Is Mr. Bailey's scheme really one for the distribution of circulars for the advertising public? Or, is it rather an ingenious plan for selling circulars to bill distributors and others in the small towns throughout the country? When one knows the correct answers to these questions he will be able to figure whether Mr. Bailey's scheme is of commercial value or otherwise.

Meantime, if "Senior Office Boy" will call at the office of *PRINTERS' INK*, or send his address, he shall receive the spoon for the week ending Saturday, March 31, for no other person has sent in so large a batch of circulars.

HE GIVES SOMETHING AWAY!

Mr. John Hodge, secretary and manager of Merchant's Gargling Oil Co., says: "Our blotters we send in packages to merchants of all kinds all over the country. Our Gargling Oil Envelopes we furnish to hotels, theatrical companies, and, indeed, all classes of merchants and dealers, as well as professional people throughout the country; in fact, to any one who satisfies us that they will be used judiciously and for sealed correspondence only (this last provision being exacted by us before furnishing the envelopes). The plan works satisfactorily."

Does advertising pay? How often you have puzzled over this problem. Sometimes you think it does, and then again you are not so certain. The undisputed fact that every large business in the country has been helped to success by newspaper advertising does not solve the question of its benefit to you. That no business in our day can or does achieve prominence without the aid of newspaper publicity is perhaps the chief incentive that induces you to use it as a trade-bringer.—M. S. Crawford.

The loudest talkers against the value of advertising are the most covert and assiduous in their efforts to get it for nothing.—*Electrical Review*.

COMIC PAPERS ATTRACT TRAMPS.

"It is almost impossible, no matter what regulations you may devise and enforce, to keep tramps and beggars from monopolizing the public libraries and rooms in which free courses of lectures are given." This remark was made by a gentleman of long experience as the superintendent of one of the city's great libraries, and, according to him, there are a great many poor families as well as tramps who attend lectures on chemistry, applied mechanics, and other similar subjects, simply in order to keep warm. In the same way, many of the public libraries are frequented by unfortunates who are glad enough to find a comfortable seat in a warm room, with the privilege of looking at a newspaper or picture book. "One copy of a colored comic paper will attract vagrants just as a honey cake attracts flies. I don't know why it is, but people who are in the last stages of destitution and raggedness always love to read jokes and look at bright pictures. I have seen them literally warming their hands over those middle-page cartoons."—*N. Y. Sun.*

DISCRIMINATION IN FAVOR OF OUTSIDERS.

Most of the members of the Connecticut Editorial Association recently met at New Haven. The object was to discuss the proper maintaining of rates, so far as patent medicines are concerned. No little feeling has been occasioned in the association over the proposed lessening of advertising prices. Herbert K. Pettingill, representing Pettingill & Co., of Boston, one of the oldest firms for the solicitation of advertisements in the country, was asked to address the association, and boldly declared that foreign advertisers should not be taxed in the same measure with local supporters. He was supported in his statements by John G. Healy, of Healy & Bigelow. Mr. Healy stated that he had paid the Pettingill concern \$50,000 for advertising the Sassa Bitters in the 30,000 weeklies of the United States last year. He thought that there should be a discrimination in favor of the outsiders.—*New Haven News.*

WOMEN AS ADVERTISING MEDIA.

A pleased and satisfied woman is almost as good an advertising medium as a newspaper. "Why don't you use those little stove mats to keep your food from burning?" she will say to her neighbor, who is probably complaining that her oatmeal was "all burnt up." They're the most useful little things ever invented, and they only cost—at so and so's. "I never wear any other than 'R. & G.' corsets, because they are so comfortable and give me such an excellent figure," another will remark. What ad ever appealed with half so much effect as such sincere praise coming from the lips of a person who is reaping no personal benefit whatever? And don't you know that every woman has her particular and preferred "brands" in everything that she wears, eats and uses, and she seems to take a special pleasure in recommending them to others?—*Progress.*

The printing machines of the *Pall Mall Gazette* are now run by electricity, the current being derived direct from the mains of the Strand Electricity Supply Company. This is the first time news printing machines have been run by electricity in London.—*British Printer.*

WHITE VS. COLORED.

There was a boy who was sent out by his father to sell some potatoes. He carried the bag around all day without a sale, and, on reaching home at night, threw it down with the surly exclamation: "Nobody that I met asked me for potatoes. One fellow wanted to know what I had in the bag, and I told him it was none of his darned business."

There was, in the same town, a colored gentleman who went about bawling at the top of his voice: "Fish! Fish! Fish! Fresh Fish!"

"Shut up that racket!" said an angry dame at a window.

"You heab me, missy?"

"Hear you! You can be heard a mile away."

"Dat's what I'ac hollerin' for. Fish! Fish! Fresh Fish!"

The colored gentleman was an advertiser—and sold his goods.—*Hardware.*

NEWSPAPER ETHICS.

Copyright is the right to copy.

Thoughts are free of duty, and can, therefore, be cheaply picked up from the foreign papers.

Every morning paper has the largest circulation on earth.

An experienced newspaper man never takes back anything—except the unsold copies.—*Hello, N. Y. City.*

ODDITIES IN ADVERTISING.

The Boston *Globe* publishes oddities in advertising from old English papers. These are samples:

"A converted burglar will break the doors of hell with a gospel jimmy."

"The liquor I offer is not particularly good, but as good as most of the whisky sold in this neighborhood."

"A laundress will take pay in lessons on the guitar and board on washing days."

AS ADVERTISED.

Like the broken lily she drooped under the crushing blow.

"Sir," her father cried, fiercely, "is it that she is poor and you are rich? Do you not feel that my daughter has a claim on you after you have called to see her every evening for six months?"

The youth smiled sardonically.

"No," he answered, "Look!"

Rapidly turning the leaves of the Sunday newspaper, he pointed to the fateful words of the old man's advertisement:

"No trouble to show goods."—*Truth, April 7.*

You may fool with love or politics, with dynamite or drink,

With amateur photography, or anything you think

Will bring you fame or glory, or the dollar of our dads,

But you'd better let some other man prepare your little ads.

—*William A. Hungerford.*

"I understand," said a handsome young woman, entering the printing office, "that you employ only girls, and that you are in need of a forewoman."

"Yes," replied the printer. "Can you make up a form?"

"Just look at me and see," she answered, turning herself round.

She was engaged.—*Boston Courier.*

WELL! WHY NOT?

NEW YORK, April 4, 1894.

Editor of PRINTERS' INK:

The business manager of one of the prominent New York dailies walked into this office this morning with a copy of PRINTERS' INK in his hand, saying that he had seen our ad in the paper, and wanted to subscribe to the Publishers' Commercial Union, as our service is just what he needs. We have also had replies to our advertisement from Canada and the Pacific Coast.

G. A. SVKES,

Mgr. N. Y. Office, Pubs. Com. Union.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, at cents a line. Must be handed in one week in advance.

WANTS.

PROCURE estimates of Dodd's Agency, Boston.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

XX 6 1/2 envelopes printed at \$1.50 per thousand. C. J. BARLESS, Rose, N. Y.

NOVELTIES to handle through the mails. CENTRAL MAILING CO., Council Bluffs, Ia.

ILLUST'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 5c. postage. SWANK MFG. CO., Fremont, O.

A all-around printer would like position as manager of printing office. Ad. "L. E. K.," Printers' Ink.

EMPIRE State Express Puzzle for advertisers. A dandy, 50 per M. Sample 10c. OUR HOME, Rose, N. Y.

"SHORT Talks on Advertising." Publishers, see announcement under heading of "Special Writing."

WATCH CAPS—Photo-enamel portraits, 65c. Send cap or dial and photograph. ROCKWOOD, 1440 Broadway, N. Y.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 132 Nassau St., N. Y.

SITUATION, by young man as manager, assistant editor, proofreader or job compositor. "ANY LOCATION," Printers' Ink.

PREMIUMS wanted for a monthly paper. Send circulars and terms to H. L. GILMAN, Manager Questions Pub. Co., Waterville, Maine.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." By mail. Paper, 5 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

WANTED—Best offer at once to handle line of medicine or distribute advertising matter in country. Have horse. Box 335, Freeport, Ill.

WANTED—To buy well established Republican newspaper; county seat; Republican county; rich farming district. "J. M. K.," Box 134, Station D, Cincinnati, O.

THE leading N. Y. dailies employ me to help to enlarge their subscription lists and advertising patronage. Write and I'll tell you how I do it. ALBERT B. KING, 30 William St., N. Y.

ANY one who wants a good writing-machine can save time, money and vexation by getting the best—a Remington, of course. WYCKOFF, SEAMANS & BENEDICT, New York.

BICYCLE dealers are requested to send for particulars regarding an effective means for advertising their goods through the newspapers. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

EDUCATIONAL JOURNALS—Publishers of educational journals are requested to send for particulars that will interest them. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

WANTED—To buy—Second-hand camera and lens, large size; also machinery for photo-engraving plant. Must be in first-class condition and a bargain. Address "ENGRAVER," care Printers' Ink.

SECRET society departments in newspapers are made attractive by use of a new set of cuts we have just issued. Cheap. Good. Proofs on request. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

NEWSPAPER men and advertisers use checks. Why not use a check punch? If you are up to date write us for commission of "The Standard." W. F. STARK & CO., 231 Center St., N. Y. Live agents wanted.

WANTED—A young man to take half interest in a paying daily paper, which has been established ten years. Position of editor or business manager is open to the right party. Apply to P. O. Box 1180, Middletown, Ct.

BUSINESS MEN—Here's an offer for you. Elegantly designed and engraved letter-head, special design, only \$5.50. Give exact wording desired. Sketch sent on approval—no charge if not accepted. W. MOSLEY, Box 466, Elgin, Ill.

WANTED—April list, a first-class advertising manager of experience will be at liberty. Experienced in writing clothing, cloak, carpet, furnishing goods and hat advertisements. First-class references. Address "J. H.," care Printers' Ink.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

IF you've a newspaper, a real live publication that grass hasn't grown under, an established weekly or monthly, and it's just what I want, I'll buy it outright for a reasonable price. What have you to offer? Communications confidential. "F. M.," care Lord & Thomas, Chicago.

THOSE who issue catalogues will find our latest collection of fourteen original and unique modern designs of embossed covers, in from one to five colors each, worth its weight in gold. The edition is limited. Sent post paid for 30 cents in stamps. GRIFFITH, AXTELL & CAY CO., Holyoke, Mass.

WANTED—Traveling salesmen, covering either southern or north-west territory, to handle a most profitable side line. Need not conflict with any other interest—will pay handsomely. Man with some knowledge of advertising preferred. Address "GOOD COMMISSION," care Printers' Ink.

RELIABLE correspondents wanted at every county seat where we are not now represented. Men connected with local press preferred. Send references and stamped envelope for particulars. Only wide-awake hustlers need apply. ASSOCIATED TRADE & INDUSTRIAL PRESS, 918 F St., Washington, D. C.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. If they must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

PRINTERS' INK likes to see what sort of circulation people use who seek advertising patronage. If you are an advertiser and get a lot of this sort of literature, we want it! Tell your boy to save it for us! Send us every Saturday all that have accumulated within a week. If what you send is a larger lot than we receive from any one else for the week, we will send you a silver spoon, and another and another, just as long as the lot you send is larger than comes from any other person. Please observe: Circulars from newspapers or others who use them for the purpose of soliciting advertisements are what is wanted—not ordinary business circulars. Address PRINTERS' INK, 10 Spruce St., New York.

ELECTROTYPES.

ADVERTISING ELECTROTYPING. Patent light-weight metal backs. Best work. Prompt service. Wood or metal. WM. T. BARNUM & CO., Electrotypers, New Haven, Conn.

HOW to make cuts for newspapers or magazines. A practical way, in a practical establishment, by a practical instructor. Address, for terms, etc., D. C. BITEE, 76 Dearborn St., Chicago.

WRITE me, stating size and quantity of electrotypes that you require, whether wood or metal backed, and receive quotation which will save you money. E. T. KEYSER, 15 Beekman St., N. Y.

CELLULOTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellotypes and cellulotype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

SPECIAL WRITING.

SHREWD publishers like my confidential "ad. copy." It saves money and increases circulation. G. T. HAMMOND, Newport, R. I.

WILL mail three regular size bottles Persian Corn Cure, best in the world, for following reading notice: "Sample bottle Persian Corn Cure, free by mail. M. COHN, 333 W. 51st St., New York."

"SHORT Talks on Advertising," by Charles Austin Bates. That is the heading of a weekly syndicate service of 300 to 500 words. It will help to increase local advertising by educating the advertiser. It advertises advertising—"take your own medicine." Fifty of the best papers are now using it—1,000 ought to use it. If it influences only one advertiser during the whole year, it will pay for itself ten times over, and it surely will influence more than one. The price is 25 cents per week, payable quarterly. Samples on request. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York. Talks are copyrighted. Only one paper in each town. First one gets it.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 100 Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'v'd, 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Fummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

5,000 PACKET note heads, \$7.00; 2,500 6 1/2 envelopes, \$5.00. Paper and printing first-class. Sent c. o. d., privilege examination. DEMOCRAT PRINTING CO., Harrodsburg, Ky.

CHECK THE INSERTIONS OF YOUR ADS.—For \$2.50 per 100, or \$5.00 per 1,000, I will furnish cards which are the simplest and most complete method of keeping track of the insertions of your advertisements ever invented. The Geo. P. Rowell Adv. Co. have used them for the past twelve years. Address WM. JOHNSTON, 10 Spruce St., New York.

NEWS INKS.

Best in the world; warranted. I want orders, accompanied by a check in full payment—not otherwise. Goods delivered free at any railroad or steamboat in N. Y. City.

500-pound barrel at 45c.....	\$20.00
250-pound barrel at 45c.....	11.25
100-pound keg at 5c.....	5.00
50-pound keg at 5c.....	2.75
25-pound keg at 5c.....	1.50

CHECK WITH ORDER—EVERY TIME. Send copy of paper and tell kind of press used and temperature of press-room. Satisfaction guaranteed. Address

WM. JOHNSTON,
Foreman Printers' Ink Press,
10 Spruce St., New York.

PREMIUMS.

"BOX o' Brownies" (rubber stamps, retail 25c.). EAGLE SUPPLY CO., New Haven, Ct.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 123 Worth St., New York.

SEWING machines half price to publishers. Lists free. A. M. MACHINE CO., Chicago, Ill.

"SHORT Talks on Advertising," Publishers, see announcement under heading of "Special Writing."

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

NEWSPAPER premiums. The latest ideas in parts and complete books. ARIEL BOOK CO., 1113 Market St., Philadelphia.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

OVER 75 papers have used about 10,000 of our crayon portraits during past 3 months. No framing conditions. Send photo for sample. KELLOGG & MAYER, 96 State St., Chicago, Ill.

BOOKS FOR PREMIUMS—Send as five cents and we will mail you copy of our Golden Gem Library, the most elegant paper-covered books ever produced. They are regular 15-cent high class novels. Some of the latest literary hits are in the list of titles. Special rates to premium users. OPTIMUS PRINTING CO., 53 Rose Street, New York.

ADVERTISING NOVELTIES.

ADVERTISING rates invariable in ST. NICHOLAS.

INKSTAND—Silver-plated and your adv. always in sight. H. D. PHELPS, Ansonia, Conn.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

BOOKS—The literary hit of the year is entitled "Ships that Pass in the Night." We have added it to our list of elegant premium books in our Golden Gem Library. Send five cents for sample copy and terms to premium users. OPTIMUS PRINTING CO., 53 Rose Street, N. Y.

MISCELLANEOUS.

ST. NICHOLAS.

RELIABLE dealing with Dodd's Agency, Boston.

VAN BIBBER'S Printers' Rollers.

\$18 SAFE. We pay freight. Send for circular. ELGIN SAFE CO., Elgin, Ill.

KENDRICK'S PILE EXTERMINATOR is conceded to be the best, simplest and most effective remedy for the cure of piles yet known or discovered. Since its introduction in this city, two years ago, hundreds have been cured, prominent among the number being one ex-Mayor A. A. Skirm, who was cured in two weeks. Chicago agent, Morrison Plummer & Co., New York agent, Hall & Ruckel. P. KENDRICK, Trenton, N. J.

TO LET.

ADVERTISING space in ST. NICHOLAS.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; also about 550 sq. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. P. ROWELL & CO.

NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

ADVERTISING AGENCIES.

ALL indorse ST. NICHOLAS.

GIVE Dodd's Agency, Boston, a trial.

DO you advertise? If so, address A. G. CLAY, Bath, Me.

GEORGE S. KRANTZ, special advertising agent for N. Y. dailies. 100 W. 14th St., N. Y.

NEWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

ADVERTISING. City and country papers. See GEO. W. PLACE, 62 Broadway, N. Y.

CHAS. K. HAMMITT, Advertising, 331 Broadway, N. Y., will serve you effectively, economically.

N. S. BRYANT'S Newspaper Adv. Agency, Bridgeport, Ct. Ads solicited for all pub'ns.

100 LEADING dailies, circ. 6,000,000; \$2 rate. FLETCHER ADV. AGENCY, Cleveland, O.

IF you have in mind placing a line of advertising anywhere, address B. L. CHANS, Room 4, No. 10 Spruce St., N. Y. City.

IF you intend to advertise in any manner in the U. S., consult us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

If you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency, WILLIAM HICKS, proprietor, 133 Nassau St., New York.

A LIVE Washington letter in exchange for advertising space in your paper. Write us. HERMAN J. MARTIN CO., 1902 7th St., Wash., D. C.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 112-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

TRADe journals not already on file with us please send adv. rates and commissions. ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C. Established 7 years.

THE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

BILLPOSTING AND DISTRIBUTING.

R. H. JOHNSTON, advertising distributor. 1331 Franklin Ave., St. Louis, Mo.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

\$3 BUYS 1891 directory of Ray Co., Mo., tax-payers' (5,100) names, p.o. address and occupations. 3,000 farmers; the thing for circularizing. E. M. COWLES, Hardin, Mo.

CIRCULAR letters, typewritten, \$1.25 per 100. Large orders promptly executed. Envelopes addressed; addresses furnished at low rate. G. P. VAN WYK, Masonic Temple, Chicago.

20,000 ADDRESSES in North and South Dakota (all 1894). Business established in 1883. For particulars and price address BERTINE PEVY, 1015 Mary Pl., Minneapolis.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

PUBLISHERS' COMMERCIAL UNION, 26 World Bldg., N. Y., Evening Post Bldg., Chicago. Furnishes lists of advertisers, with credit ratings, and makes collections. Send for full particulars. Yearly service, \$15.00.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

BOOKS FOR PREMIUM USERS—The best ever offered at a low price. Send five cents for sample copy. OPTIMUS PRINTING CO., 53 Rose Street, New York.

90 IDEAS on advertisement composition is a 96-page pamphlet showing ninety different ways in which the same newspaper advertisement can be displayed. Advertising managers, publishers, editors and others should have a copy. Sent by mail for 25 cents. Address THE INLAND PRINTER CO., publishers, 216 Monroe St., Chicago.

ADVERTISEMEMENT CONSTRUCTORS.

C. A. BATES.

ST. NICHOLAS.

CAREFUL service at Dodd's Agency, Boston

SEE JONES' BOOK, mentioned below.

CHARLES AUSTIN BATES, New York, Vanderbilt Bldg. "Ads that sell goods."

UP-TO-DATE ads. They'll please you. DUPORT, N. Elm St., Westfield, Mass.

F. A. SCHNEIDER, 308 W. 14th St., N. Y. Advs. furnished, with or without illustrations.

TELL me your business and I will tell it to buyers that they may buy of you. MRS. G. F. HUNT, 62 Richardson St., Newton, Mass.

JONES' BOOK tells how he writes ads that will greatly increase your business. Free to merchants. CHAS. F. JONES, 337 Fourth Av., Louisville, Ky.

ALL my ads, circulars, etc., are written with the specific agreement that money is returned if work doesn't suit. See offer below. BERT M. MOSES, Lock Box 283, Brooklyn, N. Y.

I BELIEVE I can write a good ad; some others agree with me. If you need honest, conscientious work, write me. Samples, \$1.00; 50 ads, \$25.00. W. W. BRETT, 236 Central Park, West, New York City.

"BOOK of Ideas for Advertisers." 20 illustrations, 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

EVERY hotel needs a folder, or small booklet, to inclose in envelopes sent out. It is the best way a hotel can advertise. I write such things. Circulars, \$5 to \$10. Booklets, \$25 up. Write to me. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Booklets that bring boards."

JUST eight firms took up my offer of 10 retail ads for \$5. That didn't very much reduce my overstock of ideas, and I'm going to repeat the offer. For two weeks longer I'll send 10 retail ads for \$5; one ad \$1; ads on special subjects and circulars cost more. Considering quality, you'll never get a better offer. BERT M. MOSES, Lock Box 283, Brooklyn, N. Y.

YOU are not "buying a pig in a poke" when you employ me to write your ads. I'm not playing with blind luck, I'm dealing in dead certainties. For \$5 I'll write an ad that will prove profitable to you if properly brought out and circulated. To make assurance doubly sure I'll prepare 3, from which you may pick the juiciest one. Satisfaction or your money back. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

"THIS ONE THING I DO." I write advertisements, booklets, circulars, catalogues. I write for business men who either have not the time or have not the knack of talking in type. Sometimes I write letters of advice and criticism. It is worth something to have a good, honest criticism of one's advertising, especially from a man whom you know knows something about it. 5 sample retail ads, \$5. Outside retail lines, 1 ad \$5, 6 ads \$25. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

FOR SALE.

A DVERTISING space in ST. NICHOLAS.

A DVERTISE with Dodd's Agency, Boston.

\$1 BOYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

30,000 LETTERS, '92 and '93. A. B. DODGE, Manchester, N. H.

20 U. S. Canceled Stamps, all different, 10c. A. J. MCKNIGHT, Fruitvale, Alameda Co., Cal.

NEW family game; copyright, plates, engravings and stock. "DRAWER 17," Dwight, Ill.

"SHORT Talks on Advertising." Publishers, see announcement under heading of "Special Writing."

50,000 6x9 colored or white circulars, \$15, or 100,000 for \$25. Catchy display and new type. LONDON PTC. CO., Columbus, O.

MY CABINETS for electrotypes are dust-tight and vermin-proof. Various sizes. Price lists. Advertisers need them. HEBER WELLS, 8 Spruce St., New York.

\$50.00 WORTH of space in WORDS AND WORKS (Presbyterian religious weekly). Highest bidder gets it. Send for copy and rates. CHAS. A. GRABOW, Peru, Ill.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

NEW newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address RIDGE MFG. CO., Box 375, Ridgewood, N. J.

FOR SALE—Am about to remove to California, and shall sell at a bargain my weekly, with large book and job equipment and patronage. Largest weekly in county. Address "S. B. J.," Printers' Ink.

FOR SALE—A Republican country newspaper, in good locality in North Dakota. Good and new machinery and all new body and job type. Good reasons for selling. Address "N.," care of Printers' Ink, N. Y.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 113 Dearborn St., Chicago, Ill.

ADVERTISING MEDIA.

THE SHOE TRADE JOURNAL, Chicago, Ill.

700,000 MASONS. Tell them about your hotel in THE AMERICAN TYLER, at Detroit.

A DVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

HARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

I COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

21 CENTS a line for trial ad. Circulation 5,000. 23 No ad received for less than \$1. OUR HOME, Rose, N. Y.

"SHORT Talks on Advertising." Publishers, see announcement under heading of "Special Writing."

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

DOMINION Newspaper List (60 weekly papers). Sworn circulation 32,230. CANADA READY PRINT CO., Hamilton, Ont.

A DVERTISERS—Only 10 cents per line; circulation 30,000. Best medium on earth. CRIFE'S COMMERCIAL REPORTER, Marion, Ind.

X—ADS—We want lists; 100,000 and advertising space in exchange for our space. HOMESEKER, 288 Broadway, New York.

THE OPTICIAN AND JEWELER guarantees circulation 35,000 copies each month among people who buy. 95 Maiden Lane, New York.

A DVTS. placed in each of 140 local weeklies; 75c. a line a week. Only one electrotype needed. UNION CO., 15 Vandewater St., N. Y.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 132 Nassau St., New York City.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

K NOW what a puller is! HOMES AND HEARTS is one; 50,000 monthly; household journal; 40c. line; yearly, 35c. Send to WATTENBERG'S AGENCY, 31 Park Row, N. Y.

A DVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

JUST think of it! \$6.50 pays for a full-page ad, 6x10 in., in a paper of 5,000 circulation; it would cost you double the amount for hand-bills. 2 1/2 cents per line is our trial rate. OUR HOME, Rose, N. Y.

THE DAILY CARDINAL, published at Madison, Wis., by the students of the University of Wisconsin, is sent to each high school in that State, and reaches daily 1,400 university students and 30,000 high school scholars.

C HURCH MAGAZINES. An effective medium, reaching 35,000 Philadelphia homes. Twenty magazines published for leading churches by the Church Press Association, Incorporated, 10 So. 18th St., Philadelphia, Pa.

"THE newspaper read carefully in the quiet of the home, by an intelligent, provident, well-to-do class of subscribers," that is Printers' Ink's keynote of the first-class weekly's position. It fits the New York WEEKLY TIMES exactly.

F RATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$35. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 192 W. 14th St., N. Y.

A MERICAN SWISS GAZETTE. (Amerikanische Schweizer Zeitung.) The only organ of the 300,000 Swiss population in the United States. Established in 1883. Adopted by the Swiss Legation in Washington and the authorities in Switzerland as medium for all official communications. To sell your goods to clanish Swiss you must buy space in their national newspaper. Advertising rates: 30 cents a line for one time, or \$25 an inch for a year. Offices, 118 Fulton St., New York.

THE AMERICAN FARMER AND FARM NEWS is glad to guarantee to advertisers that the magic word circulation in its case means "Paid in advance." "Unrivaled in character," "National in extent," and "165,000 sold and proven." Advertisers say that it is a circulation that pays them. Take a look at this model farm journal and note the high character of its advertising patrons. The advertising rates are very low. GEO. S. BECK, Eastern Manager, 195 World Building, New York City.

STREET CAR ADVERTISING.

WRITE TO FERRE, First National Bank Bldg., Hoboken, N. J.

FOR street car advertising in New England address M. WINEBURGH, Times Bldg., N. Y.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

A. A. J. JOHNSON, 351 Broadway, N. Y. City, places car advertising advantageously anywhere. Get his figures.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

WOOD ENGRAVING. Best work only. H. SENIOR & CO., 10 Spruce St., N. Y.

DESIGNS, sketches and illustrated ads drawn. E. LUTZ, 146 West Ave., Buffalo, N. Y.

ADVS. furnished, with or without illustrations. F. A. SCHNEIDER, 306 W. 14th St., New York.

NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 35 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

LOS ANGELES TIMES leads in Southern California. Sworn circulation 13,000 daily.

CONNECTICUT.

THE DAY, New London, Conn., prints more wants and more local advertising than any Eastern Connecticut paper.

WEEKLY **TIMES:** Hartford, CONN.

THE HARTFORD TIMES.

W. O. BURN, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily issue exceeding 12,000 copies.

Weekly issue exceeding 7,000 copies.

In circulation it outranks any newspaper in New England outside of Boston or Providence. Its rates are less than one cent per line per thousand circulation. No deviation from schedule. Results have made it the most popular medium for "want" or transient advertising in the State. Rates: For one inch space (12 lines) 1 mo., \$10; 3 mos., \$15; 6 mos., \$20.

New York Office, 75 Tribune Building.

FERRY LUKENS, JR., Manager.

DISTRICT OF COLUMBIA.

A LERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

GEORGIA.

THE ENTERPRISE, Smithville, Ga., all home print; 1,000 subscribers.

POSITIVELY the largest—The Atlanta JOURNAL has the largest circulation rating accorded to any daily paper in the State of Georgia by the American Newspaper Directory for 1894, which will be issued to subscribers on the 30th of April. The regular issue for a full year is set down as averaging 17,101 copies, and the Directory guarantees the accuracy of the rating by a reward of \$100, payable to the first person who will prove that the actual issues were not as stated. The circulation of the WEEKLY JOURNAL is exceeded by that of but one other in the State.

ILLINOIS.

THE ARKANSAW TRAVELER, of Chicago, 32nd volume, greatly improved and handsomely illustrated, reaches the moneyed classes. Want such trade? Send for sample.

McChimney Corner

Of Chicago, circulates 50,000 copies, monthly, to MAIL BUTYERS. Winter Rate, 25 Cents per Line, Agate. Summer Rate, 30 Cents.

THE CHICAGO HOUSEHOLD GUEST. In Cook County, Illinois, according to the American Newspaper Directory for 1894, now in press, the CHICAGO HOUSEHOLD GUEST has a larger regular issue than any other monthly paper, and the Directory guarantees the accuracy of the circulation rating accorded to this paper by the offer of a reward of \$100, payable to any person who will prove that its actual issues were not as stated.

INDIANA.

The Big Weekly of the West.

THE AMERICAN TRIBUNE, of Indianapolis, Ind., is the largest WEEKLY published in Indiana.

INDIANA—In its issue of April 18th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Indiana?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

IOWA.

IOWA—In its issue of April 25th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Iowa?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

KANSAS.

KANSAS—In its issue of April 25th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Kansas?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

KENTUCKY.

STOCK FARM is no sporting paper. It reaches owners of horses.

TRI-WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.

THE LEADER is the only daily in Lexington, Kentucky, whose circulation is guaranteed by the American Newspaper Directory for 1894 with \$100 forfeit. Its circulation is also the greatest in Lexington.

KENTUCKY—In its issue of May 3d PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Kentucky?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

LOUISIANA.

THE SIGNAL, Crowley, proves 1,350 circ'n. 6 col., 8 p., all home print. Samples and rates.

LOUISIANA—In its issue of May 3d PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Louisiana?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

MAINE.

MAINE—In its issue of May 9th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Maine?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

BANGOR COMMERCIAL.
J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.
Weekly average, over 15,000 copies.

It has for its patrons the wealthy and well-to-do citizens of Bangor and vicinity, who spend the heated months at watering-places. They will read your advertisement in the **COMMERCIAL**. 1 inch, 1 mo., \$3.00; 1 inch, 2 mos., \$5.00; 1 inch, 3 mos., \$7.50.

New York Office, 75 Tribune Building.
FERRY LUKENS, JR., Representative.

MARYLAND.

MARYLAND—In its issue of May 9th **PRINTERS' INK** will publish an article on the subject: "What paper shall an advertiser use to reach the people of Maryland?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MASSACHUSETTS.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

"NO advertiser can afford to omit the **Brockton ENTERPRISE** that wants to reach Southeastern Massachusetts. HORACE DODD, adv. agent, Boston."—*Printers' Ink*, Feb. 14.

IN Hampden County, Massachusetts, according to the American Newspaper Directory for 1894, the **Springfield REPUBLICAN** has a larger regular issue than any other daily paper.

MASSACHUSETTS—In its issue of May 16th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Massachusetts?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MICHIGAN.

FREE Will insert your ad free if we don't prove 30,000 every month. Rate, 15c. a line. Once a Month, Detroit, Mich.

MICHIGAN—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Michigan?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

ST. PAUL GLOBE, daily, 22,000; Sunday, 30,000; weekly, 20,000. Eastern office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

The Housekeeper. Minneapolis, Minn.
Woman's Home Paper. Pays Advertisers.

MINNESOTA—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Minnesota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.



An even mouthful of Climax Plug
gives more satisfaction than



a bulging mouthful of any other
tobacco for the reason that

Climax Plug is much the best

Is this a good advertisement? Opinions differ! What is your opinion? What makes you think so? Write a letter to **PRINTERS' INK** and express your views,

MISSISSIPPI.

MISSISSIPPI—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Mississippi?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

MISSOURI—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Missouri?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NEW JERSEY.

FREEHOLD (N. J.) TRANSCRIPT. Circulation last year, 2,311 copies weekly; guaranteed by American Newspaper Directory. Purely local and clean throughout. Accepts no medicine business.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

IN Cumberland County, New Jersey, according to the American Newspaper Directory for 1894, now in press, the Bridgeton News has a larger regular issue than any other daily paper, and the Directory guarantees the accuracy of the circulation rating accorded to this paper by the offer of a reward of \$100, payable to any person who will prove that its actual issues were not as stated.

NEW YORK.

ST. NICHOLAS.

THREE trial lines 25c. in Watertown (N. Y.) **HERALD**—30,000 readers.

FOR any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

ROWELL accords **THE LE BOY GAZETTE** largest weekly circulation in Genesee Co., N. Y.

BOONVILLE (N. Y.) HERALD. Value received to advertisers, 5,000 circulation guaranteed.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

ALBANY, N. Y., TIMES-UNION, every evening, and **WEEKLY TIMES** reach everybody. Largest circulation. Favorite Home paper.

HOUSEKEEPERS' NUMBER—**THE LADIES' WORLD** for June will be devoted specially to the interests of housekeepers. Paid circulation will exceed 375,000 copies. Rates will advance on May 1st. Until then orders will be entered at present rates up to May of 1895. S. H. MOORE & CO., Publishers, New York.

F. M. LUPTON'S popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 106 & 108 Reade St., N. Y.

A COMPARISON.

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

ADVERTISERS.

"Keep your eye on GODEY'S"

because the reading public are getting, through us,

"2 for the price of 1."

which means—"Practically your choice of any American Periodical Free."

The Brooklyn Freie Presse

IS THE ONLY GERMAN
DAILY PUBLISHED IN
BROOKLYN AND LONG
ISLAND.

Thousands of German families leave Brooklyn every Summer to seek places in the country. It will pay you well to advertise in its columns. Address

FREE PRESSE,

35 Myrtle Avenue, Brooklyn, N. Y.

NORTH CAROLINA.

THE CAUCASIAN leads in the State. Has the largest paid-up subscription.

Our Southern Home, 40p. mo. Immigration Journal. Cir'n large, advg rates low. Hamlet, N.C.

OHIO.

\$2.00 FOR one-inch hotel ad three months. **SUNDAY NEWS**, Zanesville, O.

HOTEL CIRCULARS circulated in **SUNDAY NEWS** at \$2 per M. Youngstown, O.

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz: 40,964.

PARK'S FLORAL MAGAZINE, Libonia, Pa. Monthly 100,000 proved circulation. Advertising office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

RHODE ISLAND.

THE NEWS, Providence, R. I. every evening. ONE CENT. 10,000 circulation.

SOUTH DAKOTA.

THE STAR, Aberdeen, leading weekly of South Dakota, covers the great wheat fields.

WASHINGTON.

SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

WISCONSIN.

5,308 COPIES weekly average in 1893 of **EXCELSIOR**, Milwaukee, Wis.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

SO. & CEN. AMERICA.

PANAMA STAR AND HERALD—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. ANDREAS & CO., gen. agents, 52 Broad St., N. Y.

Below is a fac-simile of a communication recently sent to THE PRESS by Messrs. Geo. P. Rowell & Co., Publishers of the "American Newspaper Directory." It is reproduced here, not as a boastful circulation statement, but to emphasize the now universally acknowledged fact that THE PRESS stands head and shoulders above all other Republican Dailies in America.

The New York Daily Press has the largest circulation rating accorded to any daily paper in the State of New York city by the AMERICAN NEWSPAPER DIRECTORY for 1894, which will be issued to subscribers on the 30th of April. The regular issue for a full year is set down as ~~exceeding~~ ^{averaging} 111,812 copies,

and the Directory guarantees the accuracy of the rating by a reward of \$100, payable to the first person who will prove that the actual issues were not as stated.

Communications concerning advertising may be addressed to any responsible agency, or direct to

THE PRESS,
38 Park Row, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for **PRINTERS' INK** for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, **PRINTERS' INK** does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

If any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks,	-	15,323 copies
Last issue,	-	22,000 copies

NEW YORK, APRIL 11, 1894.

ADVERTISING is the coupling-pin that unites persistence and success.

PEOPLE buy of concerns that keep themselves before the public—by advertising.

THE man who is straightforward in his advertising is sure of holding trade. His advertising brings a customer to his store; his treatment of him decides the question whether he will come again.

THE man who puts off his spring advertising till May will find that summer comes before his returns are in. If you are going to do a thing, do it in time. Push your business. Don't let it push you.

EVERY man cannot scale the wall that surrounds business success. Many have attempted it with a ladder that has proven too short. The man who is most likely to gain the summit is he who uses advertising as his ladder.

AN advertisement may be compared to the electric current. The newspaper is the switchboard. The advertiser is the operator. When the advertiser would electrify the public he manipulates the switchboard, and the powerful current which he so thoroughly controls enlivens the community and often shocks or even kills a competitor.

WOULD it not be wise to treat your business as you treat yourself? In the spring, if you feel run down, you take medicine—something to relieve that tired sensation. For your business a dose of advertising will be found an infallible tonic.

SOME country papers, in over-zealous attempts to stimulate domestic patronage, refuse to accept foreign advertisements which conflict with local houses. To these papers **PRINTERS' INK** would say: "You are pursuing a suicidal policy—one which can never lead to success, and never ought to."

IF every newspaper advertisement was strictly legitimate the returns from advertising would show marked improvement. Readers who have been swindled by fraudulent advertisements become afraid to deal even with perfectly responsible advertisers, whose goods are just what they want. The publisher who permits an advertisement to appear in his paper, knowing it to be of fraudulent character, is as bad as the advertiser, whose power to defraud depends on his ability to get his lying advertisements into the newspapers. The publisher who does advertising for untrustworthy parties cheats himself, cheats his subscribers, and becomes a party to a fraud.

THOSE who deal with the public must be careful that their goods are valuable; that they are genuine, and will give satisfaction. When you get an article that you know is going to please your customers, and that when they have tried it they will feel they have got their money's worth, then let the fact be known that you have got it. Be careful to advertise it in some shape or other, because it is evident that if a man has ever so good an article for sale and nobody knows it, it will bring him no return. In a country like this, where nearly everybody reads, and where newspapers are issued and circulated in editions of 5,000 to 200,000, it would be very unwise if this channel was not taken advantage of to reach the public in advertising. A newspaper goes into the family and is read by wife and children, as well as the head of the house; hence hundreds and thousands of people may read your advertisement while you are attending to your routine business. Many, perhaps, read it while you are asleep.

The whole philosophy of life is, first "sow," then "reap." That is the way the farmer does. He plants his potatoes and corn and sows his grain, and then goes about something else, and the time comes when he reaps. But he never reaps first and sows afterwards. This principle applies to all kinds of business, and to nothing more eminently than advertising. If a man has a genuine article there is no way in which he can reap more advantageously than by "sowing" to the public in this way. He must, of course, have a really good article, and one which will please his customers; anything spurious will not succeed permanently, because the public is wiser than many imagine. Men and women are selfish, and we all prefer purchasing where we can get the most for our money, and we try to find out where we can most surely do so.

You may advertise a spurious article and induce many people to call and buy it once, but they will denounce you as an impostor and swindler, and your business will gradually die out and leave you poor. This is right. Few people can safely depend upon chance custom. You all need to have your customers return and purchase again.—*From P. T. Barnum's Autobiography.*

INDIAN TERRITORY.

[The short essays on how to advertise in a State or Territory, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the last issue of the American Newspaper Directory—the issue for 1894, now in press.]

The Indian Territory, with 3,000 square miles, has an area slightly exceeding that of Maine or South Carolina. Its population of 125,000 is greater than that of Wyoming and Arizona combined. It issues thirty-nine periodicals, of which thirty-four appear weekly and two are published daily.

The divisions of the Territory and its people are as follows:

Nation.	About.	Papers.
Cherokee	30,000	10
Chickasaw	35,000	13 a daily.
Choctaw	20,000	7
Creek	6,000	6
Peoria		1

The only papers in the Territory that are credited with regular issues exceeding a thousand copies are the Gwendale John Three-Sixteen (a

monthly—2,500 copies), and the Muldrow Register (1,800 copies). In each case the editions specified were the smallest that had been printed in an entire year.

MAKING PROGRESS.

The Omaha World-Herald has a unique classification for small advertisements. The possibilities of the advertisement in filling the manifold wants of every-day life are being gradually developed. The swaps column is a step forward.

SWAPS.

WHAT have you to exchange for good acre or half-acre lots in Benson addition. Address J 41, World-Herald. 1432-21

LAND FOR TRADE—48 acres, Phelps Co. Neb., clear, for city property. Address O 41, World-Herald. 1417-27

HOUSE and lot to trade; also farm land to rent. Address 1029 Third ave., Council Bluffs. 1384-25

TO EXCHANGE—Omaha property for farm land; improved preferred. Address T 41, World-Herald. 1441-23

A GOOD music teacher can exchange lessons for day board at 109 S. 19th st. 1430-73

FOR SALE OR TRADE—Fairbank's platform scales at half price; inquire 1818 Farnam st.; two 6 foot show cases; 1433-23

WANTED—6 or 7 room modern cottage, conveniently located; full lot, if possible, \$2,500 to \$3,500 in exchange for choice piece of Council Bluffs residence property. Will pay difference. A. H. Thomas, 16 Barker block. 1437-25

GUITAR and case (new) in exchange for kodak or camera; kodak preferred; must be worth \$18. O 1, World-Herald. 1323-23

WILL trade farm lands and city property for horses or merchandise, or will trade for farm lands and city property Interstate Stock Exchange Company, Omaha. 145-

WHEN a publisher of a country paper refuses to print an advertisement for a city merchant, on the ground that it takes business away from local merchants, he is not wise. The local merchant must look out for himself. The newspaper having advertising space to sell does well to part with it to those who are willing to buy. To reserve it for people who don't want it is not a business-like transaction. It is no secret that the weekly newspaper often fails to receive the home patronage to which its efforts in behalf of its locality entitle it; but if it cannot get what it ought to have, it is surely justified in accepting what is offered.

CAUTION is a potent factor of success in every enterprise. It is of inestimable value to a man in selecting a list of papers in which he proposes to advertise.

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. **PRINTERS' INK** is a clearing-house for ideas—this is the retail branch.

FITTING THE AD TO THE LOCALITY.

By J. E. Kennedy.

(Manager of advertising and dry goods, Hudsons Bay Co., Winnipeg.)

It is said that every building has its keynote of sound, and when the proper chord is touched, vibrates in unison with it. Every community, too, has its keynote of public sentiment. Some graver than others, some more practical, more literary, or with a greater appreciation of humor. Racial characteristics, local temperament and training, have a great deal to do with deciding the particular vein of expression which will be found most productive of advertising results in any locality. Much that is ranked deservedly high in American advertising would here, for instance, find little favor, and be classed as slangy and familiar. We have an enterprising community, eminently appreciative of novelty, but strongly tinged with English ideas of tone and business propriety. These ideas must be considered in the wording of an ad, and the facts molded into the form of expression most likely to win popular attention. It is the writer's opinion that the principal object of retail advertising is to draw people to the store—the rest lies in the hands of the salesman. When quoted prices are the attraction, it is imperative that these prices be lower than those of other merchants, else the attraction does not exist. To get these attraction prices low enough, it is usually necessary to cut the profits so fine that it does not pay to sell that particular line of goods, while it supplies a demand that could otherwise be filled at a fair profit. More than this, in a town or small city, the constant quoting of prices invariably results in a petty warfare, in which each merchant cuts under the other, till advertising becomes a very expensive item indeed. Now, if other means will draw customers to a store without the sacrifices which price-advertising involves, it is possible to average-up the

profits better, and consequently to give greater all-round values. When the customers visit the store, it then becomes the salesman's duty to so impress them with prices, and actual display of goods, that they will come again. After all, the public are beginning to realize that prices mean little enough, when the quality of the article is not in evidence before them. In a recent number of **PRINTERS' INK**, Mr. Chas. Austin Bates, for whose judgment and exceptional ability I have a very great respect, criticised the excess of literature, and the lack of prices in our advertisements. Now, it so happens that a "literary" tone is the keynote to the interest of the community for which these ads are written. Again, we are "the big toad in the puddle" here, and if we were to quote prices on articles of which the public could gauge the value, we would immediately be followed by nearly every house in the trade. It is so in nearly all small cities where there is a limited number of stores. Instead of this, we have adopted a style of advertisement which is read for its quaint literary or newsy merit, by thousands of people who may have no thought of buying goods, and consequently have little interest in prices, at the time of reading it. But they unconsciously absorb the ideas conveyed, relative to the store, while reading; and when the time for buying comes, as it surely will, their thoughts point involuntarily toward the advertiser who made an oft-repeated, pleasant impression upon their memories of certain salient store features. In addition to this, we have created specialties, like our "Leader Suit, \$10.50;" "our \$5.00 Boot;" "Tetley's Teas," and other exclusive brands of goods. These become associated with the store in the minds of the people, and can be used with safety as drawing cards. But we do not try to sell goods by advertising, and quote as few prices as possible, when other means of drawing the crowd are lacking. A flower show, an orchestra, an exhibit of his-

torical value in connection with the city, a cup of tea in a cozy corner where gossip may be safely indulged in; a French lace maker at work, or some other inexpensive attraction properly advertised, seems here to insure a visit from most of the city shoppers of the day. These things cost much less than extensive price cutting, and therefore enable us to keep our values so uniformly good that the confidence of the public is with us, even against special price cutting opposition elsewhere. Of course, you may say that the people can take our cup of tea, see our side show, and buy elsewhere; but if so, either our prices are not right, or the salesman is at fault. In the same way it is much more probable that your bargain hunting woman who scans the advertisements for special prices, may buy her dress goods here, her groceries there, and her boots and shoes somewhere else, all at cost price. She does not watch these ads for nothing; and selling goods without a profit, even if you sell a lot of them, is not the best possible result of advertising. Meantime, I do not uphold the idea of generalizing, which Mr. Bates says is characteristic of our advertisements. I believe in specializing two or three items, where he advises a dozen. I feel that the reader will remember a few things better than a great many. The ad quoted, "Fairylane," was not a type of the kind we use. It was one of those which was employed at the time we adopted the present method, and wished more particularly to acquire a connection between the readers of the paper and our column. We were simply advertising the ad space then, and in that very ad I fear we plagiarized Col. Bob Ingersoll's "Address to Wine."

All of our ads contain three paragraphs—one to arrest attention and secure the future interest of the reader in the space; another descriptive of the goods and their peculiarities, and a third containing such prices as it seems judicious to quote. But though we may appear to waste some space in gilding the advertising pill, the *medicine* gets there just the same, and more people take the pills for the gilding, as results have proven. Perhaps it is because the method fits the locality that it succeeds so well. It might, and probably would, prove a total misfit elsewhere—then we would have to change the method.

Mr. Bates says that the best test of an advertisement is, "Will it sell goods?" I would respectfully suggest the revision of that query, and from my own more limited experience say that the best test of a retail advertisement is, "Will it bring customers to the store, so that the salesmen can sell goods?"

SUMMING UP—(C. A. B.)

Of what possible good is a salesman without customers? If an advertisement brings customers to the store, it actually sells the goods. It is the moving power. It creates the desire to purchase. That is what I mean when I say that an ad sells goods. The salesman plays a more important part than the shelving, or the counters, or the show-cases, but without advertising all would be useless.

In the matter of quoting prices, I do not think it is always necessary to quote cut prices. Mr. Kennedy has demonstrated this in his "leader suit \$10.50" and "\$5 boot," and probably in a great many other things. People like to know how much a thing is going to cost. It may be that a regular price is a bargain price; that often occurs, and the only way people are to know about it is to be told in an ad. If there is a sale on hand, or if there exists a condition of affairs which makes an immediate and decided increase in trade desirable, then the quickest and surest and cheapest way to do it is to advertise some cut prices. Even then, the prices in the advertisement need not *all* be cut.

In any well bought stock there are a great many extra good values. There are job lots to be bought and there are frequent bargain sales by jobbers and manufacturers, of which the retailer may take advantage.

Prices are positive, direct, exact information. If a dry goods man advertised a certain sort of silk, giving a full description without prices, I doubt very much if he would get any direct return from his ad. You can describe silk worth 50 cents per yard and another worth \$4 per yard in almost the same words. It is the price that puts the edge on the description, and tells a woman at once whether she can or cannot afford to buy that piece of goods. She isn't going to take the trouble to go down to the store and find out what the price is. At least, not one in fifty will do it.

I believe in putting enough "literature" into an ad to make it readable, but I believe in cutting it as short as possible. Take enough room to describe goods fervently and vividly, and do not forget that the most "vivid" thing you can put in the description is the price. Also do not forget that it need not be a cut price.

In the ad without prices, the thing to be gained, as Mr. Kennedy expresses it, is "making of an oft-repeated, pleasant expression of certain salient store features." That is a good thing, but it is not impossible to accomplish this end, and at the same time bring a direct response to the ad. There is no use killing one bird when you can kill two with the same effort.

The question as to whether it is better to talk about few or many items is one upon which there is a great diversity of opinion. It has been my own experience that a large number of separate and distinct items, each one complete and comprehensive in itself, but still short, have a better effect upon the general business of the whole store than using the same space for a single item. That is to say, I would rather have one item from each of the several departments of dress goods, shoes, cloaks, underwear and muslin than to devote the whole ad to dress goods. More people are interested in six subjects than are interested in any one, and this mode of procedure will get the greater number of people into the store.

What I mean by generalization is a general talk about the whole store. It doesn't make any difference how many items are quoted, so that each one is a distinct talk about some one thing in particular.

"Fitting the ad to the locality" is a good thing, but it doesn't mean as much as you think at first.

I believe that people pretty generally are just "people;" and that they are much the same wherever you find them. They are influenced by the same arguments. They have the same desires and incentives. People are not so very different in their real natures in this year of 1894 from the people whom Shakespeare wrote about. If this were not true, Shakespeare would be out of print and nobody would read him.

The general advertiser uses the same series of ads in Maine and Louisiana. The Wanamaker style of advertising sells goods in Philadelphia and in Con-

necticut and in Winnipeg. I know from experience that it sells goods in Indiana. How many other places there are in which it is effective I do not know, but I think with slight modifications it will do good work any place.

ABOUT TEA.

One of the best things that I have seen recently, indeed, one of the best things I ever saw, is a little book about tea, which is sent out by G. F. & J. Galt, of Winnipeg, Manitoba. It is handsomely printed, with flexible leather binding, and contains chapters entitled "How to Build up a Tea Business," "China Tea," "Japan Tea," "Indian Tea," "Ceylon Tea," "Tea Statistics," "Tea Blending and Experiment Blends," "Packet Teas," and "Advertisement."

It contains a great deal of valuable information for any dealer in tea, and appeals to me strongly, both because of its practical character and its handsome appearance.

For Any Business—(By C. A. Bates).

We Figure This Way.

The more people know about — the more careful they will be in buying — the more trade we will get. That's one reason why we're always glad to have you come in and look around. Another is that we're proud of our goods and like to show them off.

Pianos—(By Cluett & Sons, Troy, N. Y.).

I can't walk
without assistance,
although I have
four legs.
But I can sing
from morning till night.
I will be

SQUARE

with you, and own up that
I am not as young and
fresh as I was
once, but if
you will
press the keys
I will do the rest.
For further particulars
come and see me. For

NINETY DOLLARS

I will give up my present
situation at

CLUETT & SONS,
and go home with you.

MISSIONARY WORK IN MASSACHUSETTS.

Office of "THE REPUBLICAN."
SPRINGFIELD, Mass., April 2, 1894.
Editor of PRINTERS' INK:

I have just made a contract to print the Ten Commandments in the Springfield Republican, c. o. d., for one year.

THE TEN COMMANDMENTS.

I.
Thou shalt have none other gods before me.
II.
Thou shalt not make unto thee any graven image, nor the likeness of any form that is in heaven above, or that is in the earth beneath, or that is in the water under the earth; thou shalt not bow down thyself unto them, nor serve them; for I, the Lord, thy God, am a jealous God, visiting the iniquity of the fathers upon the children upon the third and upon the fourth generation of them that hate me; and showing mercy unto thousands of them that love me and keep my commandments.

III.
Thou shalt not take the name of the Lord thy God in vain; for the Lord will not hold him guiltless that taketh his name in vain.

IV.
Remember the Sabbath day to keep it holy. Six days shalt thou labor and do all thy work, but the seventh day is a Sabbath unto the Lord thy God; in it thou shalt not do any work, thou nor thy son, nor thy daughter, thy man servant, nor thy maid servant, nor thy cattle, nor the stranger that is within thy gates; for in six days the Lord made heaven and earth, the sea and all that in them is, and rested the seventh day; wherefore the Lord blessed the Sabbath day and hallowed it.

V.
Honor thy father and thy mother, that thy days may be long upon the land which the Lord thy God giveth thee.

VI.
Thou shalt do no murder.

VII.
Thou shalt not commit adultery.

VIII.
Thou shalt not steal.

IX.
Thou shalt not bear false witness against thy neighbor.

X.
Thou shalt not covet thy neighbor's house, thou shalt not covet thy neighbor's wife, nor his man servant, nor his maid servant, nor his ox, nor his ass, nor anything that is thy neighbor's.

This seems to me to be unique.
It is certainly a very high-class advertisement.

GEORGE L. DICKINSON,
Adv. Solicitor Springfield Republican.

SOME NEW ENGLAND ITEMS.

BRISTOL, N. H., March 29, 1894.

Editor of PRINTERS' INK:

Country newspapers throughout New Hampshire have little cause for complaint of lack of foreign advertising patronage. Several firms are making strenuous efforts to outdo each other, the most noticeable of them being the Dr. Greene Nervura concern and the Dana Sarasparilla Co.; these two firms seem to be trying to see which can eclipse the other in furnishing to publishers a botchy, uncouth double-column cut for their respective remedies.

The Nervura people started the ball a rolling by sending out a series of double-column cuts, and it required but a short time for the Sarasparilla company to "get into gear." Now you may expect to pick up your local weekly and discover a crude, distorted picture of your next door neighbor.

The Pre-Digested Food Company will take first money these times for whimsical, old-maidish notions regarding the setting of their advertisements in country weeklies. In send-

ing out the copy for their "Paakola" advertising they inclose a most aggravating sheet of instructions. Evidently they consider the average country office something in the line of a type foundry, carrying every size of every style of type made.

Their copy calls for an 18-point extended Gothic heading on all their ads. A few days ago I was in an office at the time that the compositors were setting this advertisement, and the party setting it either made the mistake of substituting the 12-point for the 18-point or else the office did not contain the latter. A few days later I happened in, and the thought struck me to inquire if the company had made a kick. They had, and in their complaint they made several savage under-scores of sentences, which they evidently wished to impress upon the mind of the editor.

The X-Zalia Company, of Boston, are sending out a line of neat advertising, no display, or loud-mouthed testimonials, certified to by druggists—simply straight reading notices, with an occasional testimonial from some party not of political renown, but of integrity. Publishers tell me that they are a first-class concern.

H. CHASE STRAW.

ANOTHER CASE.

DODD'S ADVERTISING AGENCY,
BOSTON, March 30, 1894.

Editor of PRINTERS' INK:

Your item in the Little Schoolmaster of 28th inst., "Stole His Thunder," brings to my mind a similar instance.

A manufacturer of cigars was putting on the market a new brand called "Kicker." They started out in one of the large Canadian cities, advertising in a number of the papers with a series of reading notices, starting off with "The Kickers Are Coming," "The Kickers Are Getting Nearer," "Watch For the Kickers Next Week"; but here a shoe dealer came out ahead of their announcement of what the Kickers were with a large display advertisement, "The Kickers Are Here. Our School Boots for Boys Are the Best Kickers Made," etc., etc.

Very respectfully,

A READER.

HE INVENTED THE DEVINNE OUTLINE.

Office of
FRED'K G. WILLARD,
Printers' Supply Depot,
185 Genesee Street, UTICA, N. Y.,
March 28, 1894.

Publishers of PRINTERS' INK:

I send a subscription to PRINTERS' INK. It is a renewal, my subscription not expiring till April 11. My place of business was recently destroyed by fire, and I am now purchasing a new outfit and establishing myself at 185 Genesee street, where PRINTERS' INK will be welcomed every week.

"The Little Schoolmaster" has possession of the field and will without doubt always retain it. No words can properly state its value. Not the least pleasant feature to me is the liberal use of the Devinne Outline series of type in its advertisements, this type design being my invention. Since I conceived the idea of this design, in August, 1892, outline type faces have become very popular, and many outline types which did not meet with favor when put on the market many years ago have recently found a place among the new designs of this character. None are so beautiful as my Devinne Outline.

FRED G. WILLARD.

THE Acta Diurna of ancient Rome is the earliest approach to the newspaper of which we have any authentic record. The Acta appeared daily until the downfall of the empire, A. D. 476. It was published under the auspices of the government, and posted in some public place, the contents consisting of a digest of public docket, a summary of daily occurrences, and all news of a general character. —*Chicago Tribune*.

It is the duty of the merchant having goods to sell to advertise them in the newspaper which makes his town a place worth doing business in. If a merchant in another town has the good sense to advertise in a newspaper, it is the publisher's duty to accept such patronage. If the home merchant desires to hold this trade let him advertise liberally in his home paper—and he will hold it. The merchant who does not think enough of "home institutions" to patronize his home paper, does not conduct a "home institution" himself, and is not entitled to "home patronage." —*Omaha World-Herald*.

Your object in advertising is to make the public understand what you have got to sell, and if you have not the pluck to keep advertising until you have imparted that information, all the money you have spent is lost. You are like the fellow who told the gentleman if he would give him ten cents it would save him a dollar. "How can I help you so much with so small a sum?" asked the gentleman in surprise. "I started out this morning," hiccupped the fellow, "with the full determination to get drunk and I have spent my only dollar to accomplish the object, and it has not quite done it. Ten cents' worth more of whiskey would just do it, and in this manner I should save the dollar already expended." So a man who advertises at all must keep it up until the public know who and what he is and what his business is, or else the money invested in advertising is lost. —*P. T. Barnum's Autobiography*.

If your advertising is what it should be and you succeed in building up a profitable business you cannot put into figures how much a force of salesmen is worth which brings to your store such an army of purchasers. If you cannot spend \$1,000 a week in advertising, spend \$500. If you cannot spend so much, spend \$100, and if your business will not allow more than \$10 to be so invested, spend that. Do not say there is no use in advertising except in a large way. One might as well say that a five-cent package of seeds from the florist will not grow as well as the same seed bought in bushel quantities. Have good seed and plant it in good soil; in other words write a good advertisement and put it in a good paper. —*M. S. Crawford*.

THE business man who put in his window a placard reading, "Don't go anywhere else to be cheated; step right in here," was disgusted to find that it didn't attract any customers. —*Life*.

THE latest claim for aluminum is that it will acceptably take the place of stone and steel as a material for engraved plates. It is comparatively cheap, easily worked, durable and flexible, so that it may be molded into forms for use on cylinder presses.

THERE is but one road to fortune, and it is paved with type. —*M. S. Crawford*.

Displayed Advertisements

Must be handed in one week in advance.

IT PAID BETTER THAN ANY OTHER COSTING FOUR TIMES AS MUCH.

THE J. W. MILLER CO.,
Proprietors the Freeport Nurseries
and Poultry Yards.

FREEPORT, Ill., Feb. 7, 1894.

Kansas City "Star," Kansas City, Mo.:

GENTLEMEN—Your esteemed favor of 3d inst. is at hand, and in reply you may renew our advertisement and run it 6 more insertions at the same rate we have been paying for the past two months. We are pleased to say that your paper has paid us better than any other paper we ever used costing us four times as much as this. We have received as high as 25 replies to our ad in your paper in one day. How is that for a weekly published in the wild and woolly West?

It was with some misgiving that we placed an ad with you, and we must say that we are more than surprised at the results your paper has brought us. At any time you wish your bills paid, please render same and we will remit promptly.

Thanking you for calling our attention to the fact that our advertisement had expired, we remain Yours truly,

THE J. W. MILLER CO.

The weekly Kansas City *Star* guarantees its advertisers a circulation of over 105,000 paid-in-advance subscribers.

THE ADVERTISER is open for an engagement as

Manager or Chief Clerk

with any first-class Hotel or Club desiring the services of a man having over twenty years' experience as confidential clerk, cashier, and acting superintendent of one of the best known clubs of New York.

Address **ANDREWS,**
210 West 69th Street, New York City.

Refers to GEORGE MONTAGUE, Treasurer Union League Club and President of the Second National Bank of New York City.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

TRADE MARKS.

Information and advice in relation to registration free. Unsurpassed facilities. Want circular? GLASCOCK & Co., Pat. Att'ys, Washington, D. C.

BEST
HALF-TONE
PORTRAIT,
Single col.,

\$1.50

CHICAGO PHOTO ENG. CO., 186 Madison.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Prest., 314, 316 Broadway, New York City.

CHURCHES! HOSPITALS AND SOCIETIES!!

In need of money can raise any amount by means of our patent Coin Mailing Card. Send for free sample and comprehensive plan to ALVORD & CO., Detroit, Mich.

HENS

Barred and White P. Rocks, Silver & W. Wyandottes. Prize Stock. Eggs and Fowls. Catalogue of America's great Hen Farm free. Address, A. C. HAWKINS, Box 28, Lancaster, Mass.

FRENCH ADS.

French Advertisements, French Circulars, French Booklets, French Catalogues, French Pamphlets, French Translations from English and German. JOSEPH FRANCOIS, 1500 Notre-Dame Street, Montreal, Canada.

Arthur's and Peterson's. \$100 PER PAGE for both Magazines.

F. E. MORRISON, Adv. Mgr.,
500 TEMPLE COURT, N. Y.

THE UNION GOSPEL NEWS,

An Undenominational Religious Weekly.

PAID CIRCULATION, 156,594.

Rates to Hotel Advertisers, 30c. per Line.

Published by THE GOSPEL NEWS CO.,
147 SENECA ST., CLEVELAND, OHIO.

Hotels! Attention!

Young men always in demand. Get them by advertising in the (Consolidated) Young Men's Christian Association Periodicals of New England.

HOTEL DEPARTMENT:

ADDRESS A. G. THURSTON, MANAGER,
PROVIDENCE, R. I.



Bruce Takes Medicine.

Advertising in Printers' Ink means taking your own medicine. It's invigorating, strengthens commercial nerves. Our medicine is put up in easy doses—yet effective in results—gives a 40,000 circulation at 30c. per line.

THE AMERICAN

School Board Journal

Frederic Lake, Adv. Pharmacist,
322 Potter Bldg., N. Y. City.

MENTION THIS PAPER
WHEN YOU WRITE.



For holding Papers, Letter Files, Letter Books, Circulars Printed Matter, Anything. Clean, Light, Strong, Handsome, Portable. In use all over United States. Send for Catalogue and testimonials.

POPE RACK COMPANY
ST. LOUIS, MO.



THE CRYSTAL
PAPER WEIGHT

Advertising Clock.

Write for prices.

BAIRD
CLOCK CO.,
Plattsburg,
N. Y.

SUMMER BOARDERS.

THE

National

Tribune

OF WASHINGTON, D. C.,

reaches the most prosperous people in every town in the North and West.

Summer Hotel Proprietors would do well to use its columns to reach a paying class of patrons. Address

THE NATIONAL TRIBUNE,

WASHINGTON, D. C.

Or BYRON ANDREWS,

66 Pulitzer Building, New York City.

General Advertisers

I have given so much attention to retail advertising that a great many have the idea that I write nothing else. That idea is wrong.

I write medical ads and circulars particularly well.

I write all sorts of ads and circulars as well as I know how. I try to be reasonable, logical, forceful, convincing—I try to "sell goods." I don't charge as much for it as some do; still I am not "a cheap man." If I cannot make the work good you don't pay for it.

Drawings, too, if you like.

Write to me.

Charles Austin Bates,

Vanderbilt Bldg., N. Y.

IT COVERS THE GROUND!

Going as it does into more comfortable homes than do any other two papers in Milwaukee,

The Evening Wisconsin

is the only newspaper that **NEED** be used by advertisers in order to reach the cream of the Milwaukee trade.

THE EVENING WISCONSIN COMPANY.
MILWAUKEE, WIS.

Eastern Branch Office:

10 Spruce St., New York.

CHARLES H. EDDY, Manager.



FACE TO FACE.

The pleasure of a confidential chat is doubled by the sweet breath that goes with a well-ordered system. And that is always insured by

Ripans • Tabules.

Sweet breath, bright eye,
clear complexion,

Ripans • Tabules.

BUT ONE WAY is offered—fortunately that is an effective and economical way—for advertisers to cover Northwestern Ohio. This is the great oil and gas region, the richest and the most desirable part of the West.

THE TOLEDO DAILY BLADE

will carry your advertisement to every nook and corner of this rich section.

The Toledo Weekly Blade

is the great National Weekly of the West. The people all know about it, read it, and believe in it. **Average Circulation for the Past Twelve Months,**

OVER 135,000,

all to paid-in-advance subscribers. For rates, address

THE TOLEDO BLADE,

TOLEDO, OHIO.

FAST PRESS AT A BARGAIN.

6-Col. Quarto Double-Feed Babcock "DISPATCH" Press

(Speed 2800 per hour), used slightly more than one year,

TAKEN IN PART PAYMENT FOR ONE OF OUR

"NEW MODEL" Web Perfecting Presses

(Speed 9 to 12,000 4 or 8-Paged Papers per hour.)

DISPATCH IN GOOD ORDER. SOLD CHEAP IF TAKEN AS IT STANDS AT ONCE.

CAMPBELL PRINTING PRESS & MFG. CO.,

334 DEARBORN STREET, CHICAGO.

160 WILLIAM STREET, NEW YORK.



The key to success is not as large as this one, but it is not hard to find when you know where to look for it.

Eight-Tenths
Of All Domestic Buying
Is Done by Women.

○ ○ ○

"THE CALL"

IS A FAVORITE WITH
The Women of Philadelphia.

THEY BUY
OTHER PEOPLE'S GOODS;
WHY NOT YOURS?

○ ○ ○

EDGAR M. HOOPES,
WILMINGTON, DEL.

*Manager of the Foreign Advertising of
"The Call."*

VOLUME 6 No 6 (MAY 1894) PRICE 35 CENTS PER YEAR

APRIL 1894

PUBLISHED BY THE GANNETT & MORSE CONCERN AUGUSTA MAINE

IF THE AMERICAN NEWSPAPER DIRECTORY FOR 1894, as well as every other recognized authority, gives **COMFORT**

THE LARGEST CIRCULATION IN AMERICA.

One Million two hundred and twenty-one thousand copies every issue.

Facts and Figures under oath.

That's why, if you put it in **COMFORT** it pays.

Send for a copy and note the recent improvements which are adding over four thousand new paid-up yearly (and 2 years') subscribers per week even in these times of depression. Space of agents or of us. THE GANNETT & MORSE CONCERN, Publishers COMFORT. Home Office, Augusta, Me. Boston Office, John Hancock Bld'g. New York Office, Tribune Bld'g.

\$100.⁰⁰ REWARD.

The correctness of circulation ratings given in figures, or marked with one asterisk (*) in the new issue of the American Newspaper Directory for 1894, now in press (but which will be ready for delivery to subscribers on the 30th of April), is guaranteed by a reward of a hundred dollars (\$100.00), which will

be paid in each and every case to the first person who proves that the Directory has been imposed upon by an untruthful report and thereby led to assign a rating which is not in accordance with facts.

While the annual revision of the American Newspaper Directory is in progress, every publisher of a periodical is afforded an opportunity to place on file at the Directory office a true statement of his actual issues for the preceding year. If he prefers a report that is more easily prepared, he is permitted to file a true statement of what has been his smallest issue within the year.

If such a report, duly signed and dated, is received (before January 15th), the paper is in every case rated in accordance with its detailed statements, in plain figures, preceded by the words in italics, *actual average for the past year* or *smallest edition issued within a year*, as the publisher may have indicated. To be correctly rated costs no publisher anything; all that he has to do is to know how many copies he prints; state the facts and sign and date the statement. Statements of *average* circulations, being liable to be based upon erroneous information, are not accepted as satisfactory unless accompanied by the figures by means of which the average was arrived at.



\$25.⁰⁰ REWARD.

A reward of \$25 is at any time at the disposal of any publisher who proves that a report of either of the two sorts indicated above was furnished (before January 15th), and was not accepted and used.

NOW IN PRESS. WILL BE ISSUED APRIL 30.

PRICE, FIVE DOLLARS.

Address,

Geo. P. Rowell & Co., Publishers,
10 Spruce St., New York.

CIRCULATION RATINGS.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the *circulation* of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the **DIRECTORY** reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage,

THE PURCHASE OF INK.

By ARTHUR JENKINS, *Syracuse (N. Y.) Evening Herald.*

From Newspaperdom for February.

IT has been considered something to laugh at, but it is nevertheless a serious fact, that a few years ago an ink agent offered me five dollars for my own pocket if I would purchase a barrel of his ink for use on the *Herald*, he evidently being ignorant of the fact that I was not only manager of the *Herald*, but had money invested in the institution. This occurrence has



ARTHUR JENKINS.

often brought to my mind the query whether it is not possible for some better plan to be adopted for the sale and purchase of this needful article in a printing office. It is a very open secret that nearly every ink house—if not every ink house—has an account for expenses, the money for which goes into other hands than those of the real buyer for the newspaper. Almost any plan that would do away with this vicious custom would be satisfactory. Again, the country is more than effectively canvassed by traveling men, and these men's expenses must necessarily in the end come out of the consumer. It seems to me that, if some inventive genius could com-

plete a plan whereby this saving could be made, a reduction in the cost of the article to newspapers would ensue. Besides, the same ink is sold in different places all the way from 4½ cents a pound up to 8 and, perhaps, 10 cents. Of course, a large consumer naturally expects to get goods cheaper than a smaller one, but it is not possible to justify differences as great as the wide range that I have just indicated.

An ink manufacturer once told me that the cost of making ink about equaled the cost of selling it, and that the loss by bad debts amounted to about as much more. If this were true an ink business amounting to \$100,000 a year would be made up as follows:

Cost of the ink.....	\$25,000.
Cost of selling.....	\$25,000.
Bad debts.....	\$25,000.
Profits.....	\$25,000.

If the above estimate is true, the profit is still 33⅓ per cent. If the two items, selling expenses and bad debts, could be eliminated, the ink maker would be able to make the same profit and sell his product at half price. It was a desire to investigate and learn whether there were possibilities concealed in this condition of affairs that led me to enter into an arrangement to sell Printing Inks at four cents a pound when ordered in 500-pound barrels, or the same quality for six cents in 25-pound kegs.

My experience thus far shows me that a printer hates to pay in advance worse than *pizen*; but with those who will not do it I can have no dealings.

All that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the press-room; and, most important of all, a check with the order.

WM. JOHNSTON, Foreman Printers' Ink Press,

10 Spruce Street, New York.

A GREAT YEAR.

— THE —

Philadelphia Item.

COMPLETE RECORD FOR 1893.

Admittedly the Most Prosperous Evening Newspaper in the United States.

"THE ITEM is probably the most successful newspaper in the whole country."—*Philadelphia Press*.

"Everything about it indicates a high degree of journalistic success."—*Philadelphia Times*.

"THE ITEM grows bigger and better and stronger with each succeeding year."—*Philadelphia Record*.

"Its presses, built by R. Hoe & Co., are the finest in the world."—*Philadelphia North American*.

"Better than any other Philadelphia paper, and I have used them all."—*William Dreydoppke*, 208 N. Front Street, Philadelphia.

"Does it pay? Better than any paper in the United States."—*Montgomery & Co.*, 209 N. 9th Street, Philadelphia.

"Its general prosperity, its large circulation, its opulent advertising, prove how it has advanced in popular estimation."—*Philadelphia Ledger*.

Total of all issues for one year (1893),	72,782,459
Total of 310 week-day issues,	58,108,345
Daily average,	187,446
Total Sunday circulation,	11,300,060
Average Sunday circulation,	213,208
Total Weekly circulation,	3,374,054
Average Weekly circulation,	64,885

Circulation of THE ITEM, EVERY ISSUE FOR THE PAST SIX YEARS HAS BEEN AS FOLLOWS:

	DAILY.	SUNDAY.	WEEKLY.
1888	154,635	91,443	23,762
1889	164,944	151,728	32,440
1890	174,419	174,209	42,157
1891	181,237	184,490	43,358
1892	186,767	192,363	53,753
1893	187,446	213,208	64,885

The correctness of these figures is fully authenticated and sworn to by the publishers, as well as GUARANTEED by Geo. P. ROWELL & Co., the recognized authorities on newspaper ratings.

OVER ONE THOUSAND AGENTS in Philadelphia handle THE ITEM, and sell no other paper. A third of a million dollars invested in Hoe Quadruples! "One paper in a city."—THE ITEM for Philadelphia.

S. C. BECKWITH, Sole Agent Foreign Advertising.

48 TRIBUNE BUILDING,
NEW YORK.

509 "THE ROOKERY,"
CHICAGO.

A paper which never breaks its advertising rates (as is the case with LIFE) is pretty sure to be a good advertising medium. It is a safe proposition that an advertiser who confines himself to only those papers which have absolutely fixed rates will get the best advertising obtainable.



*"While there's Life
there's Hope."*

28 West 23d Street, New York.

T. F. SYKES,

Manager Advertising Department.



COLORADO, 1893:

Agricultural and Live Stock, \$56,900,000.00



COLORADO, 1893:

Silver Output, \$17,707,890.00

COLORADO, 1893:

Gold Output, \$8,000,000.00

AN ADVERTISEMENT
IN **THE SUN** PAYS

THE COLORADO SUN
DENVER, COLO.

CIRCULATION:

Colorado Evening Sun, 13,000.

Colorado Sunday Sun, 13,500.

Advertising Rates 6c. per Agate Line.

DISCOUNT ON ANNUAL CONTRACTS.

Publish each day nearly double the number of "Want" Ads run by any other Denver paper. A sure index of greatest local popularity.

Only afternoon newspaper in Denver publishing a Sunday morning edition.

Typographically, the Sun is one of the handsomest papers in the Country, giving special attention to attractive display of advertisements.

Subscription Price, 35 cents a month including big Sunday issue.

THE WEEKLY SUN.

RECORD	
Oct. 4	24,991
Oct. 11	25,107
Oct. 18	25,124
Oct. 25	25,141
Nov. 1	25,158
Nov. 8	25,175
Nov. 15	25,192
Nov. 22	25,209
Nov. 29	25,226
Dec. 6	25,243
Dec. 13	25,260
Dec. 20	25,277
Dec. 27	25,294
Jan. 3	25,311
Jan. 10	25,328
Jan. 17	25,345
Jan. 24	25,362
Jan. 31	25,379
Feb. 7	25,396
Feb. 14	25,413
Feb. 21	25,430
Feb. 28	25,447
Mar. 6	25,464
Mar. 13	25,481
Mar. 20	25,498
Mar. 27	25,515
Apr. 3	25,532
Apr. 10	25,549
Apr. 17	25,566
Apr. 24	25,583
May 1	25,600
May 8	25,617
May 15	25,634
May 22	25,651
May 29	25,668
Jun. 5	25,685
Jun. 12	25,702
Jun. 19	25,719
Jun. 26	25,736
Jul. 3	25,753
Jul. 10	25,770
Jul. 17	25,787
Jul. 24	25,804
Jul. 31	25,821
Aug. 7	25,838
Aug. 14	25,855
Aug. 21	25,872
Aug. 28	25,889
Sep. 4	25,906
Sep. 11	25,923
Sep. 18	25,940
Sep. 25	25,957
Oct. 2	25,974
Oct. 9	25,991
Oct. 16	26,008
Oct. 23	26,025
Oct. 30	26,042
Nov. 6	26,059
Nov. 13	26,076
Nov. 20	26,093
Nov. 27	26,110
Dec. 4	26,127
Dec. 11	26,144
Dec. 18	26,161
Dec. 25	26,178
Jan. 1	26,195
Jan. 8	26,212
Jan. 15	26,229
Jan. 22	26,246
Jan. 29	26,263
Feb. 5	26,280
Feb. 12	26,297
Feb. 19	26,314
Feb. 26	26,331
Mar. 5	26,348
Mar. 12	26,365
Mar. 19	26,382
Mar. 26	26,399
Apr. 2	26,416
Apr. 9	26,433
Apr. 16	26,450
Apr. 23	26,467
Apr. 30	26,484
May 7	26,501
May 14	26,518
May 21	26,535
May 28	26,552
Jun 4	26,569
Jun 11	26,586
Jun 18	26,603
Jun 25	26,620
Jul 2	26,637
Jul 9	26,654
Jul 16	26,671
Jul 23	26,688
Jul 30	26,705
Aug 6	26,722
Aug 13	26,739
Aug 20	26,756
Aug 27	26,773
Sep 3	26,790
Sep 10	26,807
Sep 17	26,824
Sep 24	26,841
Oct 1	26,858
Oct 8	26,875
Oct 15	26,892
Oct 22	26,909
Oct 29	26,926
Nov 5	26,943
Nov 12	26,960
Nov 19	26,977
Nov 26	26,994
Dec 3	27,011
Dec 10	27,028
Dec 17	27,045
Dec 24	27,062
Dec 31	27,079
Jan 7	27,096
Jan 14	27,113
Jan 21	27,130
Jan 28	27,147
Feb 4	27,164
Feb 11	27,181
Feb 18	27,198
Feb 25	27,215
Mar 3	27,232
Mar 10	27,249
Mar 17	27,266
Mar 24	27,283
Mar 31	27,300
Apr 7	27,317
Apr 14	27,334
Apr 21	27,351
Apr 28	27,368
May 5	27,385
May 12	27,402
May 19	27,419
May 26	27,436
Jun 2	27,453
Jun 9	27,470
Jun 16	27,487
Jun 23	27,504
Jun 30	27,521
Jul 7	27,538
Jul 14	27,555
Jul 21	27,572
Jul 28	27,589
Aug 4	27,606
Aug 11	27,623
Aug 18	27,640
Aug 25	27,657
Sep 1	27,674
Sep 8	27,691
Sep 15	27,708
Sep 22	27,725
Sep 29	27,742
Oct 6	27,759
Oct 13	27,776
Oct 20	27,793
Oct 27	27,810
Nov 3	27,827
Nov 10	27,844
Nov 17	27,861
Nov 24	27,878
Dec 1	27,895
Dec 8	27,912
Dec 15	27,929
Dec 22	27,946
Dec 29	27,963
Jan 5	27,980
Jan 12	27,997
Jan 19	28,014
Jan 26	28,031
Feb 2	28,048
Feb 9	28,065
Feb 16	28,082
Feb 23	28,099
Feb 29	28,116
Mar 6	28,133
Mar 13	28,150
Mar 20	28,167
Mar 27	28,184
Apr 3	28,201
Apr 10	28,218
Apr 17	28,235
Apr 24	28,252
Apr 30	28,269
May 7	28,286
May 14	28,303
May 21	28,320
May 28	28,337
Jun 4	28,354
Jun 11	28,371
Jun 18	28,388
Jun 25	28,405
Jul 2	28,422
Jul 9	28,439
Jul 16	28,456
Jul 23	28,473
Jul 30	28,490
Aug 6	28,507
Aug 13	28,524
Aug 20	28,541
Aug 27	28,558
Sep 3	28,575
Sep 10	28,592
Sep 17	28,609
Sep 24	28,626
Sep 30	28,643
Oct 7	28,660
Oct 14	28,677
Oct 21	28,694
Oct 28	28,711
Nov 4	28,728
Nov 11	28,745
Nov 18	28,762
Nov 25	28,779
Dec 2	28,796
Dec 9	28,813
Dec 16	28,830
Dec 23	28,847
Dec 30	28,864
Jan 6	28,881
Jan 13	28,898
Jan 20	28,915
Jan 27	28,932
Feb 3	28,949
Feb 10	28,966
Feb 17	28,983
Feb 24	28,999
Mar 2	29,016
Mar 9	29,033
Mar 16	29,050
Mar 23	29,067
Mar 30	29,084
Apr 6	29,101
Apr 13	29,118
Apr 20	29,135
Apr 27	29,152
May 4	29,169
May 11	29,186
May 18	29,203
May 25	29,220
Jun 1	29,237
Jun 8	29,254
Jun 15	29,271
Jun 22	29,288
Jun 29	29,305
Jul 6	29,322
Jul 13	29,339
Jul 20	29,356
Jul 27	29,373
Aug 3	29,390
Aug 10	29,407
Aug 17	29,424
Aug 24	29,441
Aug 31	29,458
Sep 7	29,475
Sep 14	29,492
Sep 21	29,509
Sep 28	29,526
Oct 5	29,543
Oct 12	29,560
Oct 19	29,577
Oct 26	29,594
Nov 2	29,611
Nov 9	29,628
Nov 16	29,645
Nov 23	29,662
Nov 30	29,679
Dec 7	29,696
Dec 14	29,713
Dec 21	29,730
Dec 28	29,747
Jan 4	29,764
Jan 11	29,781
Jan 18	29,798
Jan 25	29,815
Feb 1	29,832
Feb 8	29,849
Feb 15	29,866
Feb 22	29,883
Feb 29	29,900
Mar 6	29,917
Mar 13	29,934
Mar 20	29,951
Mar 27	29,968
Apr 3	29,985
Apr 10	30,002
Apr 17	30,019
Apr 24	30,036
Apr 30	30,053
May 7	30,070
May 14	30,087
May 21	30,104
May 28	30,121
Jun 4	30,138
Jun 11	30,155
Jun 18	30,172
Jun 25	30,189
Jul 2	30,206
Jul 9	30,223
Jul 16	30,240
Jul 23	30,257
Jul 30	30,274
Aug 6	30,291
Aug 13	30,308
Aug 20	30,325
Aug 27	30,342
Sep 3	30,359
Sep 10	30,376
Sep 17	30,393
Sep 24	30,410
Sep 30	30,427
Oct 7	30,444
Oct 14	30,461
Oct 21	30,478
Oct 28	30,495
Nov 4	30,512
Nov 11	30,529
Nov 18	30,546
Nov 25	30,563
Dec 2	30,580
Dec 9	30,597
Dec 16	30,614
Dec 23	30,631
Dec 30	30,648
Jan 6	30,665
Jan 13	30,682
Jan 20	30,699
Jan 27	30,716
Feb 3	30,733
Feb 10	30,750
Feb 17	30,767
Feb 24	30,784
Mar 2	30,801
Mar 9	30,818
Mar 16	30,835
Mar 23	30,852
Mar 30	30,869
Apr 6	30,886
Apr 13	30,903
Apr 20	30,920
Apr 27	30,937
May 4	30,954
May 11	30,971
May 18	30,988
May 25	31,005
Jun 1	31,022
Jun 8	31,039
Jun 15	31,056
Jun 22	31,073
Jun 29	31,090
Jul 6	31,107
Jul 13	31,124
Jul 20	31,141
Jul 27	31,158
Aug 3	31,175
Aug 10	31,192
Aug 17	31,209
Aug 24	31,226
Aug 31	31,243
Sep 7	31,260
Sep 14	31,277
Sep 21	31,294
Sep 28	31,311
Oct 5	31,328
Oct 12	31,345
Oct 19	31,362
Oct 26	31,379
Nov 2	31,396
Nov 9	31,413
Nov 16	31,430
Nov 23	31,447
Nov 30	31,464
Dec 7	31,481
Dec 14	31,498
Dec 21	31,515
Dec 28	31,532
Jan 4	31,549
Jan 11	31,566
Jan 18	31,583
Jan 25	31,600
Feb 1	31,617
Feb 8	31,634
Feb 15	31,651
Feb 22	31,668
Feb 29	31,685
Mar 6	31,702
Mar 13	31,719
Mar 20	31,736
Mar 27	31,753
Apr 3	31,770
Apr 10	31,787
Apr 17	31,804
Apr 24	31,821
Apr 30	31,838
May 7	31,855
May 14	31,872
May 21	31,889
May 28	31,906
Jun 4	31,923
Jun 11	31,940
Jun 18	31,957
Jun 25	31,974
Jul 2	31,991
Jul 9	32,008
Jul 16	32,025
Jul 23	32,042
Jul 30	32,059
Aug 6	32,076
Aug 13	32,093
Aug 20	32,110
Aug 27	32,127
Sep 3	32,144
Sep 10	32,161
Sep 17	32,178
Sep 24	32,195
Sep 30	32,212
Oct 7	32,229
Oct 14	32,246
Oct 21	32,263
Oct 28	32,280
Nov 4	32,297
Nov 11	32,314
Nov 18	32,331
Nov 25	32,348
Dec 2	32,365
Dec 9	32,382
Dec 16	32,399
Dec 23	32,416
Dec 30	32,433
Jan 6	32,450
Jan 13	32,467
Jan 20	32,484
Jan 27	32,501
Feb 3	32,518</



A CLOUD OF WITNESSES

ISSUED EVERY WEEK

New York ✦

Weekly Witness.

UNDENOMINATIONAL IN RELIGION.
INDEPENDENT IN POLITICS.
AN EXPONENT OF APPLIED CHRISTIANITY
16 PAGES—4 COLUMNS.

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JOHN DOUGALL & CO.,
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65,000 Average Weekly
Circulation.

Advertising Rate, 60c. per Agate line,
subject to discounts; making cost of each insertion,
4 insertions or 100 lines, 57 cents net.

13	"	"	250	"	50	"	"
26	"	"	500	"	45	"	"
52	"	"	1000	"	40	"	"

Nothing less than three lines taken.

IN YEARLY CONTRACTS
ALL ADS. PLACED NEXT READING.

Reading Notices (Nonpareil) \$1.25 a line.
" " (Brevier) 1.50 "

Special locations for Ads. guaranteed entirely
surrounded by reading matter 25 per cent. extra.
The forms close on MONDAY noon of each week.
Length of column, 15 inches. Width, $\frac{3}{4}$ inches.

 Address all orders for advertising to
H. P. HUBBARD, Manager Adv. Dept.,
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SPECIAL REDUCED RATE TO SUMMER RESORTS, 40 cents net per line
per time. CASH WITH THE ORDER. Address as above.

N.B.—To any Hotel Manager who will mention PRINTERS' INK, we will send THE
WITNESS, complimentary during the season, May to September, in consideration of its
being kept on file in the reading-room. WILL YOU DO THIS?

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in newspaper advertising are peculiar features of many prominent papers. For Hotel and Educational announcements some mediums are known to be so particularly well adapted that they enjoy almost a monopoly of it.

In recognition of the liberal patronage bestowed upon them, and with an eye to increasing it, they grant special terms for such advertising.

This year other papers of large circulation and influence, which have heretofore refused to make such concessions, have become convinced of the wisdom of so doing, and we are advised of many additions to the list.

Special rates have been offered to us individually and confidentially, and we are now in a position to serve proprietors of Hotels, Schools and Seminaries on more favorable terms than ever before.

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NEWSPAPER AND MAGAZINE ADVERTISING,

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